

# ASHFORD CCG

## Analysis of Deprived Areas

In the most deprived decile for Kent

January 2016



KCC Public Health is taking a new approach to reducing health inequalities in the county, by producing focussed analysis of LSOAs in the most deprived decile. Multivariate segmentation techniques have been used to identify different 'types' of deprivation in Kent. This report shows our analysis of the most deprived areas in the Ashford CCG area. For more information on the rationale of this approach and our methods, please see the full report.

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### Produced by

Dr Wikum Jayatunga: Public Health Registrar ([wikum.jayatunga@kent.gov.uk](mailto:wikum.jayatunga@kent.gov.uk))

Rachel Kennard: Senior Intelligence Analyst ([rachel.kennard@kent.gov.uk](mailto:rachel.kennard@kent.gov.uk))

Natasha Hobbs: Public Health Information Officer ([natasha.hobbs@kent.gov.uk](mailto:natasha.hobbs@kent.gov.uk))

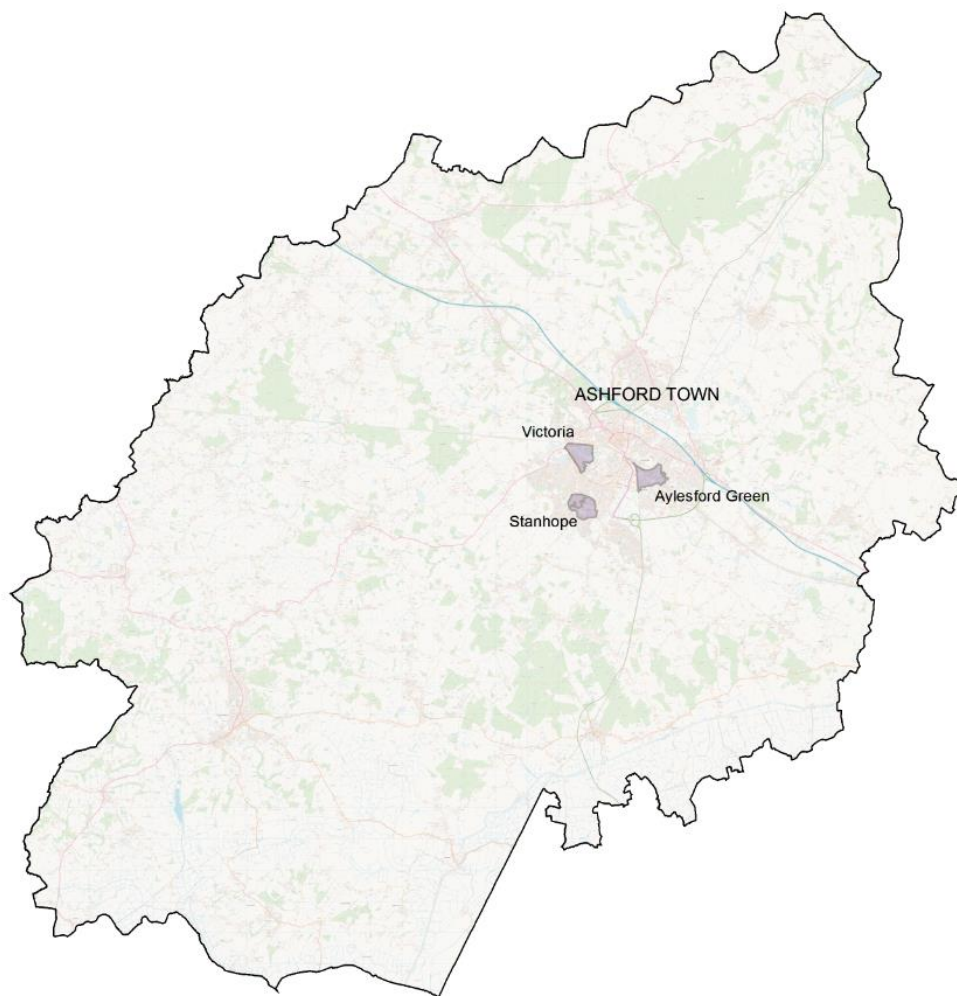
Correspondence to: Rachel Kennard

## Background

Ashford CCG area is coterminous with Ashford district boundaries, in the middle of Kent. The main town is Ashford, which has important transport links between Europe and London via highspeed rail and the M20. The rest of the district is rural with a number of small villages. Deprivation scores for the district are around the average for Kent. 4 LSOAs in Ashford CCG feature in the most deprived decile for deprivation in Kent, in the town of Ashford mainly in areas of social housing in the wards of Stanhope, Aylesford Green and Victoria.

## Deprived Areas

Ward Code	Ward Name	LSOA Code	LSOA Name	LSOA rank	GP Practice Codes Serving LSOA	Type
E05004867	Aylesford Green	E01023973	Ashford 005A	87	G82080	3
E05004891	Stanhope	E01024020	Ashford 008C	52	G82735	3
		E01024019	Ashford 008B	54	G82735	3
E05004895	Victoria	E01024028	Ashford 007F	85	G82050 G82735	3



## Families in social housing

### MAIN ISSUES

#### Characteristics

- Families with children in social housing
- Low incomes
- Poor scores for education
- Particularly high number of single parents
- Better living environment and lower crime rates than other deprived area types

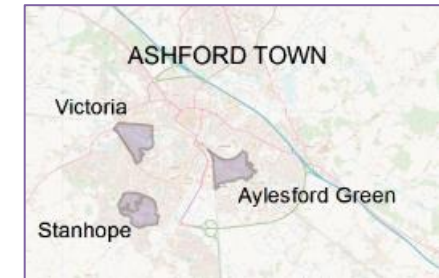
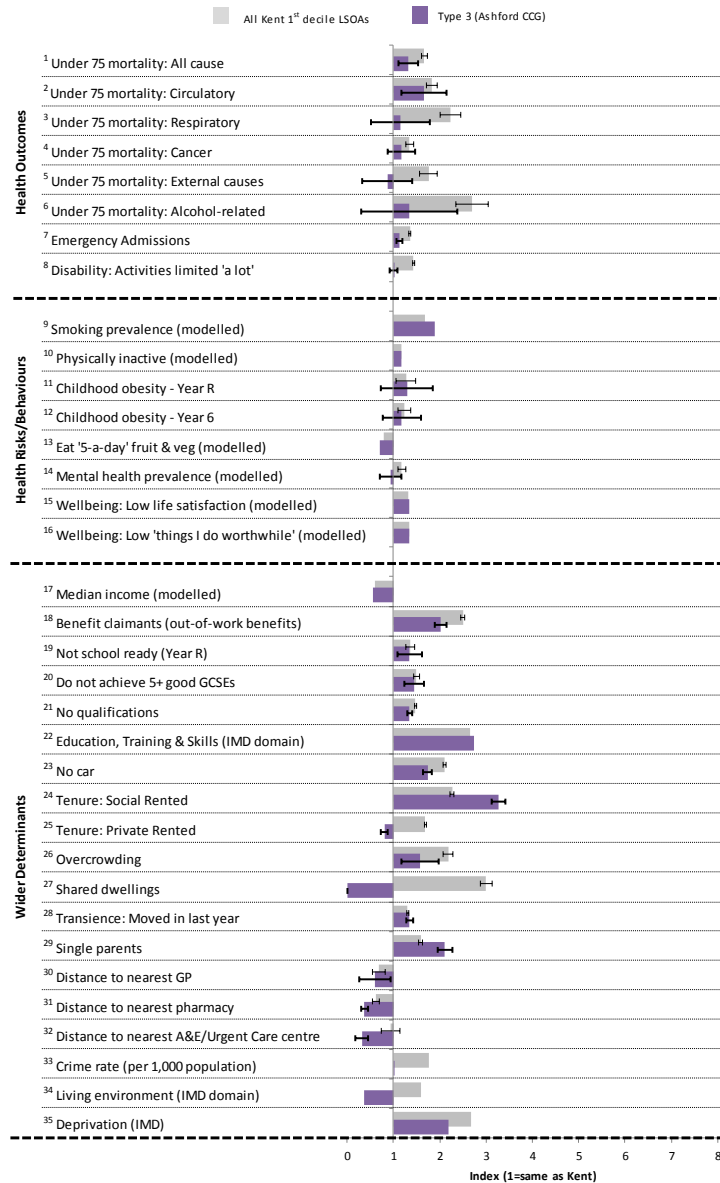
#### Health Risks/Behaviours

- High smoking prevalence
- Low levels of wellbeing

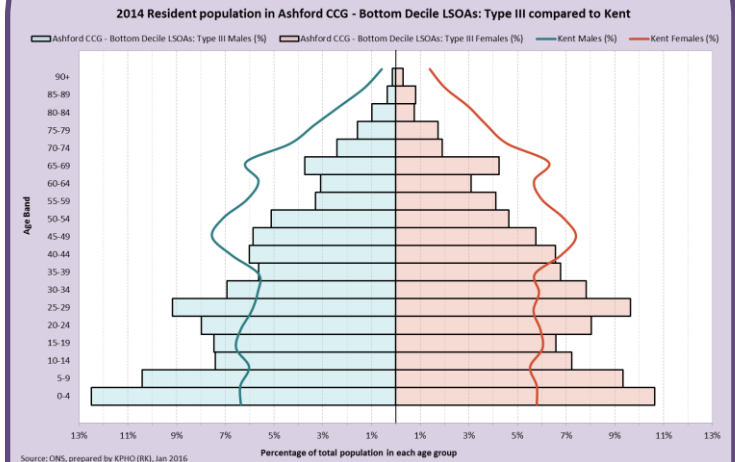
#### Health Outcomes

- Higher all-cause premature mortality than the Kent average, but less than other deprived areas
- Rates of emergency admissions and disability are similar to the Kent average, and better than other deprived areas

# Ashford CCG Type 3 Deprived LSOAs Stanhope, Aylesford Green, Victoria



### POPULATION DISTRIBUTION



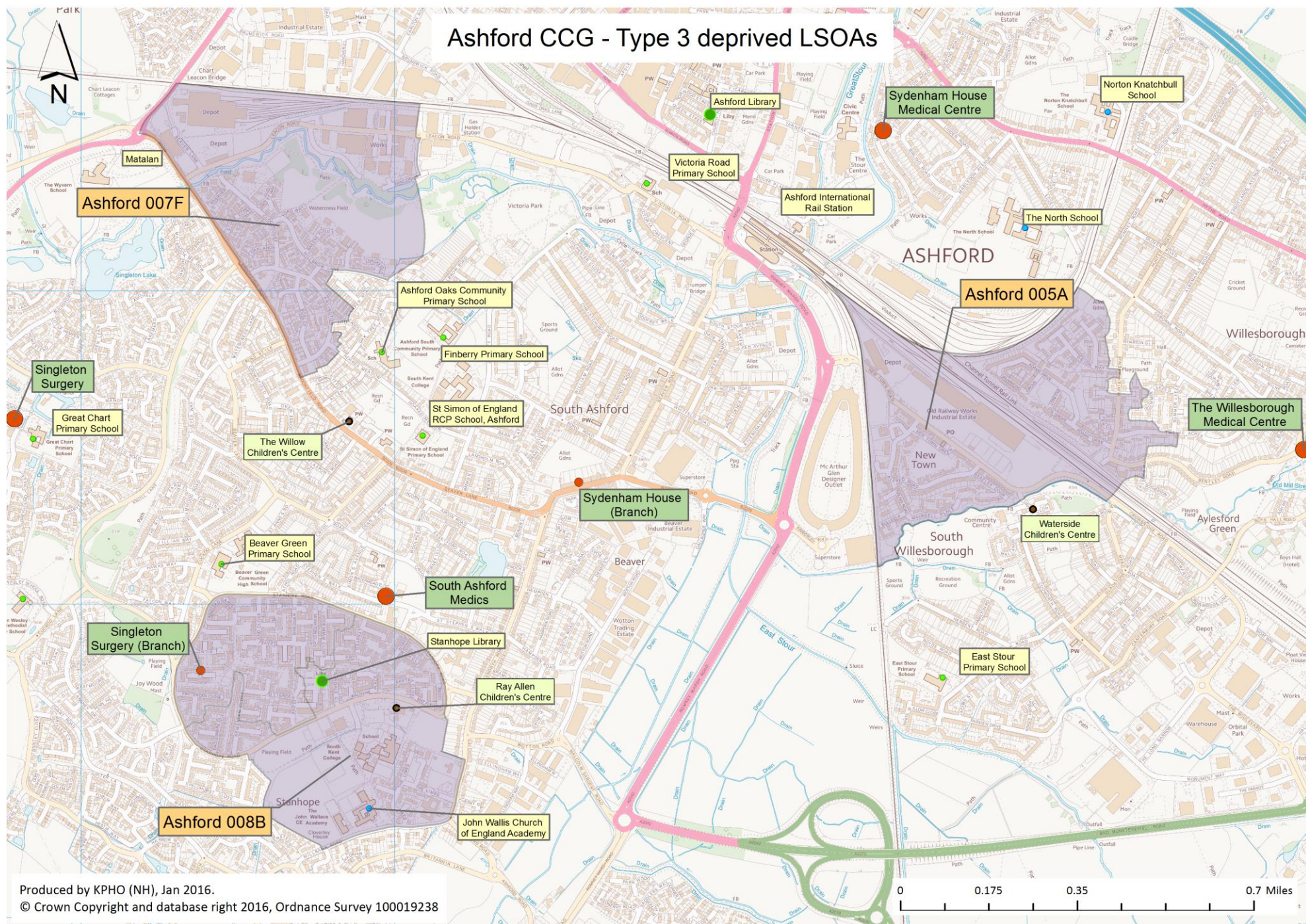
- Very high numbers of children
- High numbers of young adults
- Lower numbers of over 50s

### KEY FOCUS AREAS:

Training, qualifications and employment for parents  
Child health and education



# Ashford CCG - Type 3 deprived LSOAs







## GP Practices

### GP Practices Serving Deprived LSOAs: Recorded Disease Prevalence

For the GP practices that serve LSOAs in the most deprived decile, we have analysed the recorded disease prevalence from QOF data (Quality Outcomes Framework). Note that the data shows recorded disease prevalence, and does not account for undiagnosed disease in the community.

GP Practice	Asthma	Atrial Fibrillation	Cancer	Coronary Heart Disease	Chronic Kidney Disease	COPD	Diabetes	Heart Failure	Hypertension	Stroke & TIA	Mental health	Dementia	Epilepsy	Depression	Learning Disabilities
G82050 Sydenham House Medical Centre	5.3	1.8	2.2	2.9	5.1	1.4	6.1	0.8	11.3	1.6	0.7	0.6	0.8	12.3	0.3
G82080 The Willesborough Medical Ctr	5.6	2.4	2.2	3.1	4.6	1.7	6.7	0.7	13.8	1.8	0.8	0.8	1.1	3.8	0.3
G82735 South Ashford Medics	4.0	0.9	0.8	1.8	3.4	1.7	5.8	0.3	8.4	1.0	0.7	0.1	1.2	4.6	0.5

 Denotes value is in the upper quartile for GP practices in Kent
  Denotes value is in the lower quartile for GP practices in Kent

Figures for chronic kidney disease (CKD), epilepsy and depression related to patients aged 18+, figures for diabetes to patients aged 17+. Other measures (including learning disability) related to all ages

Source: HSCIC - Quality and Outcomes Framework (QOF) for April 2014 - March 2015, prepared by KPHO (RK), December 2015

## Data Sources

- 1-6** Age-standardised mortality rates, 2006-2014. Source: PCMD. **2** ICD10: I00-I99. **3** ICD10: J00-J99. **4** ICD10: C00-C97. **5** ICD10: U00-Y99. **6** ICD10: F10, G31.2, G62.1, I42.6, K29.2, K70, K73, K74, K86.0, X45, X65, Y15.
- 7** Emergency admissions, 2012/13-2013/14. Source: SUS.
- 8** % self-reporting day-to-day activities 'limited a lot', 2011. Source: Census.
- 9** Modelled based on smoking prevalence data by Mosaic type. Source: Experian (TGI: 'Heavy', 'Medium' & 'Light' smokers combined).
- 10** Modelled based on % who do not exercise by Mosaic type. Source: Experian (TGI).
- 11-12** % children measured who were obese, 2013/14. Source: NCMP.
- 13** Modelled based on % who claim to eat '5-a-day' fruit and vegetables by Mosaic type. Source: Experian (TGI).
- 14** Modelled mental health prevalence based on GP practice-level data, 2014/15. Source: QOF.
- 15-16** Modelled wellbeing based on ONS Annual Population Survey (APS) data by Acorn type, 2011/12. Source: DCLG. **15** % scoring 0-6 for 'Overall, how satisfied are you with your life nowadays?' **16** % scoring 0-6 for 'Overall, to what extent do you feel the things you do in your life are worthwhile?'
- 17** Modelled based on median household income data by Mosaic type. Source: Experian (ConsumerView).
- 18** % claiming out of work benefits (defined as all those aged 16-64 who are jobseekers, claiming ESA & incapacity benefits, lone parents claiming Income Support and others on income related benefits), February 2015. Source: DWP (from Nomis).
- 19** % Year R pupils not achieving a good level of development, 2015. Source: KCC, MIU.
- 20** % pupils not achieving 5+ A\*-C GCSEs (including English & Maths) at the end of Key Stage 4, 2015. Source: KCC, MIU.
- 21** % with no qualifications (based on persons aged 16+), 2011. Source: Census.
- 22** Education, Training & Skills IMD domain (average score), 2015. Source: DCLG.
- 23** % of households with no car or van, 2011. Source: Census.
- 24** % of households living in social rented accommodation, 2011. Source: Census.
- 25** % of households living in private rented accommodation, 2011. Source: Census.
- 26** % of households with an occupancy rating of -2 (i.e. with 2 too few rooms), 2011. Source: Census.
- 27** % of households with accommodation type 'shared dwellings', 2011. Source: Census.
- 28** % of households not living at the same address a year ago, 2011. Source: Census. Please note that OAs E00124937 & E00166800 have been removed from this analysis due to the undue influence of Eastchurch prison on levels of transience.
- 29** % of households with no adults or one adult and one or more children, 2011. Source: Census.
- 30-32** Distance to nearest GP/pharmacy/A&E or Urgent Care centre (in miles, as the crow flies from population weighted centroid of LSOA), 2015. Source: KCC Business Intelligence.
- 33** Crime rate (recorded crime per 1,000 population), Oct 2013 - Sept 2015. Source: data.police.uk.
- 34** Living Environment IMD domain (average score), 2015. Source: DCLG.
- 35** Index of Multiple Deprivation (IMD) (average score), 2015. Source: DCLG.