



Item 3 (a)

10 February 2014

Area Partnership Profile

Hillhead Area Partnership Multi Member Electoral (MME) Ward 11

This profile provides comparative information on the Hillhead Area Partnership/ Multi Member Electoral Ward including information on the population; health; labour market; poverty; community safety and public facilities within the area.

1. General Information about the Hillhead Area Partnership

1.1 Hillhead Area Partnership encompasses the “West End” of the city from Hyndland in the West to St. George’s Cross in the East. Glasgow University and the Western Infirmary are located within the Area Partnership.

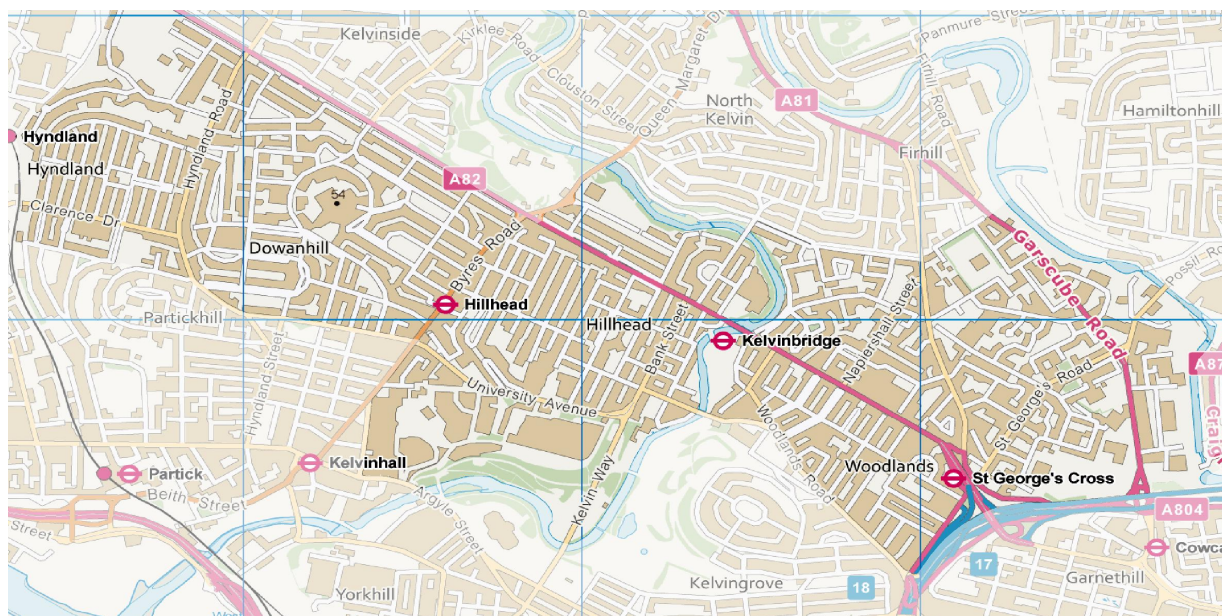


Table 1: Hillhead Area Partnership - Summary	
Population (2011 Census)	26,549 (Up 2.5%)
Population (2011 Census) exc. communal establishments	25,990
Electorate (2012)	21,186
Households (2011 Census)	13,136 (Up 3.2%)
Average Household Size (2011) exc. communal establishments	1.98
Housing Stock (2013)	13,777
No. of Dwellings Per Hectare (2012)	40.3
Working Age Population 16-64 (2011 Census)	21,508 (81.0%)
Out Of Work Benefit Claimants (May 2013)	2,025 (9.4%)
Job Seekers Allowance (Nov 2013)	546 (2.5%)

2. Demographic & Socio Economic Information

2.1 At the time of writing, the available 2011 Census Information does not provide all the information included in this section (e.g. household composition). Thus, some information in the profile is based on other information sources which are identified in the report. The profile will be updated as and when further 2011 Census information is available.

Population

2.2 Based on the 2011 Census, the total population within Hillhead AP is 26,549. Hillhead AP has the smallest population among the seven APs in the North West Sector equating to 12.9% of the estimated North West Sector population (n 206,483) and 4.5% of the estimated population in Glasgow City.

2.3 74.6% of the population are White – British or Irish. The percentage (25.4%) of ethnic minorities including Black or Minority Ethnic (BME – 18.1%) and other white (non UK/non Irish – 7.4%) resident in the Area Partnership is the second highest within the North West and significantly higher than the respective levels for North West Glasgow (BME 11.9%; other white non UK/non Irish 4.9%) and Glasgow City (BME 11.6%; other white non UK/non Irish 3.9%).

2.4 Within the overall AP ward population, Table 2 below illustrates the main age band populations both numerically and in percentage terms enabling comparisons with North West Glasgow and Glasgow City.

Table 2:2011 Census Populations

	Hillhead		North West Glasgow		Glasgow	
	No.	%	No.	%	No.	%
0-15	2,499	9.4	28,684	13.9	95,267	16.1
16-64	21,508	81.0	151,345	73.3	415,453	70.0
16-24	7,664	28.9	40,301	19.5	89,722	15.1
65-65+	2,542	9.6	26,454	12.8	82,165	14.0
TOTAL	26,549	100.0	206,483	100.0	593,245	100.0
Neighbourhoods in Area Partnership	Hillhead/ Woodlands*		Hyndland/ Dowanhill/Partick East*			
0-15	1,655	9.4	844	9.5		
16-64	14,477	82.1	7,031	78.8		
16-24	6,015	34.1	1,649	18.5		
65-65+	1,500	8.5	1,042	11.7		
TOTAL	17,632	100.0	8,917			

* Both Housing Neighbourhoods in the AP cover more than this AP area – the information provided above only relates to the part that is in Hillhead AP.

2.5 **Hillhead:** In summary, the most notable demographic features are:

- the large Black or Minority Ethnic population with nearly one in five (n4,801:18.1%) residents being BME and more than one in four (n6,753: 25.4%) residents being BME or White (Non UK/Non Irish);

- the high percentage (81%) of the population that are of working age (16-64). This is partly due to the high level (29%) of the residents in the AP being aged 16-24;
- the relatively low number and percentage of the population that are aged 0-15 (n2,499: 9.4%) or over 65, (n2,029: 9.6%).

2.6 **North West:** In comparison to other wards within the North West, Hillhead AP has:

- the second smallest number and percentage of its population being children;
- the second smallest number and percentage of its population being aged 65+;
- consequently, the second highest percentage of its population within the North West that is of working age.

It is difficult to predict solely based on demographics if Hillhead AP will experience an increase or decrease in the number of people aged 16-19 over the next five years seeking employment due to the difficulty in quantifying the number currently residing in the area temporarily as students. Based on demographics, the youth employment demand should decrease relative to the other APs in the North West as Hillhead has a low number and percentage of its population among the seven North West APs that is aged 10-15.

2.7 **Glasgow:** As already mentioned, the most notable demographic features are a) the high level of working age people in the Area Partnership which is the second highest percentage terms for the 21 APs in the city; b) the second lowest number and percentage of children and older people among the 21 APs; and c) the fourth highest number and percentage of the residents among the 21 APs that are BME/White Other(Non UK/Irish).

Housing

2.8 As of the 1st April 2013, the total housing stock in this Area Partnership was estimated as 13,777.

2.9 **Households:** Based on 2010 estimates, Table 3 illustrates that 15% (n 2,017) of households in Hillhead AP have children residing in them of which 23% (n468; 3.5% of all households) were single parent households. The level of households with children is low relative to the North West (20%) and Glasgow (23%) as is the relative level of single parent households (NW 6.5%; Glasgow 7.2%).

Table 3: Household Composition

	Single Parent Households	Other Household with Children	Single Person Household	More than 1 adult Household	TOTAL
Hillhead/ Woodlands*	389	915	3,579	3,904	8,787
Hyndland/ Dowanhill / Partick East (HDPE)*	79	634	1,991	1,959	4,663

Hillhead Total	468	1,549	5,570	5,863	13,450
North West Total	6,558	13,306	43,407	37,988	101,259
Glasgow City Total	20,500	44,200	114,700	106,600	286,000

* Both Housing Neighbourhoods in the AP cover more than this AP area – the information provided above only relates to the part that is in Hillhead AP. Source: Glasgow City Council; Development & Regeneration Services; Development Plan Group; 24th October 2011

2.10 Housing Stock by Tenure: Based on an estimate as of 1st April 2012, Table 4 provides the details by type of tenure and by housing neighbourhood. Nearly eighty percent (79.8%) of the housing stock in the AP is either owner occupied (44.2%) or private rented (35.6%).

The level of privately funded housing, especially the level of private rented housing, is above the average level for the North West (65% - private rented 22%) and significantly above the average level for the city (53% - private rented 19%). Nearly two thirds (63%) of the housing in the HDPE part of the Area Partnership are owner occupied. The high level of private rental housing is consistent across the two neighbourhoods within the AP.

2.11 In comparative terms, the level (20.2%) of social rented housing overall in Hillhead AP is the lowest among the seven North West APs and is also significantly below the equivalent level for Glasgow City (36.9%). The level of social rented housing is below the North West and Glasgow City average across the two neighbourhoods within the AP, ranging from 3% in HDPE to 29% in the Hillhead/Woodlands parts of the AP neighbourhood.

Table 4: Housing Stock by Tenure

	Owner Occupied	Private Rented	GHA	Other Social Rented	TOTAL
Hillhead/ Woodlands*	3,012	3,244	2	2,599	8,857
Hyndland/ Dowanhill / Partick East (HDPE)*	3,045	1,625	1	164	4,835
Hillhead Total	6,057	4,869	3	2,763	13,692
North West Total	45,269	23,374	13,760	23,089	105,492
Glasgow City Total	132,122	55,522	44,144	65,705	297,463

* Both Housing Neighbourhoods in the AP cover more than this AP area – the information provided above only relates to the part that is in Hillhead AP. Source: Glasgow City Council; Development & Regeneration Services; Development Plan Group; 31st October 2012

2.12 Households by Accommodation Type: As illustrated in Table 5, almost all (95%) the households in Hillhead AP are flats. The level of flat dwellings in this AP is the second highest percentage among the 21 APs in Glasgow.

Table 5: Households by Accommodation Type

	% Detached	% Semi-detached	% Terraced	% Flats	% Unknown
Hillhead/ Woodlands*	na	na	na	na	na
Hyndland/ Dowanhill / Partick East (HDPE)*	na	na	na	na	na
Hillhead Total	0.4	0.5	3.5	95.5	0.2
North West Total	1.5	7.7	10.5	79.9	0.3
Glasgow City Total	3.4	11.0	11.7	73.4	0.5

Source: Scottish Neighbourhood Statistics 2012 (including dwellings as part of communal establishment)

2.13 Households by Council Tax Band: Table 6 illustrates that

- the majority (63%) of the dwellings in Hillhead AP are rated at Band D (more than £45,000) and above. That is the highest level across the 21 APs in Glasgow and is significantly higher than the average Band D+ level for Scotland (38.5%);
- Only 1 in 20 houses are rated in Band A which is the lowest level in the North West and the third lowest among the 21 APs in Glasgow.

Table 6: % of dwellings by Council Tax Band

	Band A	Band B-C	Bands D-E	Bands F-H
Hillhead/ Woodlands*	na	na	na	na
Hyndland/ Dowanhill / Partick East (HDPE)*	na	na	na	na
Hillhead Total	5.5	31.6	50.5	12.4
North West Total	18.2	42.7	30.0	9.1
Glasgow City Total	22.7	48.0	22.9	6.5
Scotland Total	21.9	39.6	26.1	12.4

Source: Scottish Neighbourhood Statistics 2012

Poverty/Deprivation

2.14 Based on the 2012 Scottish Index of Multiple Deprivation (SIMD), 15 of the 31 datazone areas within the AP have been ranked within the best 25% of datazones in Scotland. Using 2010 population estimates, nearly half (49%) the AP population reside in the best 25% datazones in Scotland. This percentage rises to 70% residing in a datazone area that has been ranked in the best 50% in Scotland.

Two datazones are ranked in the worst 5% datazones in Scotland, which equates to 5.4% of the Area Partnership's population residing in a worst 5% datazone area. A further two datazones are ranked between 5% - 15% worst datazones in Scotland, which equates to 10.4% of the population in the Area Partnership reside in a worst 15% datazone area.

2.15 The SIMD position within Hillhead AP has improved since 2009 as 13 datazones have improved in terms of their 5% bandings, including one datazone which is no longer ranked in the worst 5%, with only 3 datazones worsening.

Still to write comparative analysis for Glasgow and on information for the different domains within the SIMD info to identify any specific issues e.g. health; crime etc

2.16 **SIMD Summary:** Table 7 summarises information from the 2004 - 2012 SIMD findings for the neighbourhoods within the Hillhead AP, relative to SOA priorities and illustrates:

- that both housing neighbourhoods have been ranked among the best third of the 56 housing neighbourhoods in Glasgow in terms of the SIMD Income deprivation domain, which is a close proxy for the overall deprivation score in each neighbourhood;
- that HDPE is ranked better than the Hillhead/Woodlands in terms of the domains in the Table.

Table 7: SIMD Summary by Housing Neighbourhoods

	Population (2010)	*SIMD Income Domain Rank: 4 Indices Average 2004 - 2012	Child Poverty Rate** (2009)	Ranking: Child Poverty (2009)	SIMD Employment domain 2012 rate (%)	SIMD Ranking: Employment Deprivation *** 2012 Ranking	Alcohol % above Scottish average* ***	Alcohol Ranking	Claimant Count Rate*** ** under 25 (June 2012)	Claimant Count Ranking
Hillhead & Woodlands	19,837	38.5	37%	29	12%	46	36.7	48	4.8%	47
Hyndland, Dowanhill & Partick East (HDPE)	16,763	51.8	13%	52	8%	52	4.9	55	3.3%	53

*this provides an average of the Income Domain rankings from SIMD 2004, 2006, 2009 and 2012. The Income domain ranking is a close proxy for the overall deprivation score in each neighbourhood. Income deprived is defined as the proportion of residents in receipt of Income Support, Income-based Employment Support Allowance, Pension Credits, Job Seekers Allowance, or family Tax Credits. ** defined as the number of children living in families in receipt of Child Tax Credit whose reported income is less than 60 per cent of the median income or in receipt of IS or (Income-Based) JSA, divided by the total number of children in the area (determined by Child Benefit data). *** employment deprived defined as the proportion of working age adults in receipt of key work related benefits, including Claimant Count, Employment Support Allowance, Working Age Incapacity Benefit, and DWP Work Programme. ****3-year averages alcohol related hospital admissions 1997-99 to 2004-2006 *****the Claimant Count rate is claimants as a percentage of the resident population aged 16-24, June 2011

3. Labour Market/Employment/Benefit Information (inc. comparative info for Glasgow & Scotland where available & applicable)

Labour Market/Economic Activity

3.1 Most data relating to the labour market/economic activity is not available regularly at an AP level as it is based on national surveys (Census; Annual Population Survey). The following information is based on the available 2011 Census data or Annual Population Survey information but in some instances the information provided is at a Scottish Parliamentary Constituency level as that is the smallest geographical area that information is available at.

3.2 **Economic Activity:** According to the 2011 Census, Table 8 shows that

- Two thirds (66.6%) of Hillhead working age residents were economically active which is a lower level of economic activity than the overall Glasgow City economic activity level with 51% in the AP being employees/self employed. The relatively low level of economic activity is not an indicator of a high level of unemployment but primarily due to 23% of the working age group being students who are classified as economic inactive;
- There are significant differences within the AP in the overall economic activity level especially in the percentage of working age residents that were employed at the 2011 Census, which ranged from 43% of working age residents in the part of Hillhead/Woodlands that is within this AP to 67% in the part of HDPE that is within this AP;
- The level of unemployed working age residents across the two neighbourhoods within the AP is less than the average for the North West and Glasgow City;
- The unemployment rate (see note b below) for this AP was 6.3%, ranging from 3.7% in HDPE to 8.0% in Hillhead/Woodlands. This level will have reduced since the Census in 2011 as the number of unemployed has reduced since 2011. The Glasgow unemployment rate in 2011 was 10%.

Table 8: % of 16-64 by economic activity category

	Economically Active %	Employees %	Self Employed %	Unemployed %	Full Time Students %
Hillhead/ Woodlands*	61.3	37.4	5.5	4.9	13.5
Hyndland/ Dowanhill / Partick East (HDPE)*	77.6	55.7	11.6	2.8	7.5
Hillhead Total	66.6	43.4	7.5	4.2	11.6
North West	69.2	48.8	6.1	6.3	8.0
Glasgow	71.1	52.1	5.9	7.1	5.9

Note: a) Economically Active is classified as people in employment; unemployed and full time students. Economically Inactive includes Retired; long term sick; student and other categories. b) Unemployment Rate is the percentage of the Economically Active Population that is unemployed. * Both Housing Neighbourhoods in the AP cover more than this AP area – the information provided above only relates to the part that is in Hillhead AP.

3.3 **Employment Status:** Based on people’s self assessment with the 2011 Census, Table 9 illustrates the different employment position of residents in this AP relative to the North West of Glasgow and Glasgow City. The table illustrates that:

- The percentage of full time students residing in the AP is more than twice the level for Glasgow City;
- Excluding the full time students, the majority (53%) of the remaining residents in the AP classified their employment status as either “Higher managerial/professional” or “Lower managerial/ professional”. The comparative level for Glasgow City is 29%.

Table 9: Self Employment Classification

	Hillhead AP	North West Glasgow	Glasgow City
Higher managerial and professional	16.4%	10.6%	7.9%
Lower managerial and professional	19.5%	17.9%	16.9%
Intermediate occupations	7.0%	9.9%	11.5%
Small employers and own account workers	4.0%	4.3%	4.9%
Lower supervisory and technical occ.	3.6%	5.8%	6.8%
Semi-routine occupations	6.7%	12.3%	15.3%
Routine occupations	4.7%	10.8%	13.8%
Never worked and long-term unemployed.	5.5%	7.7%	9.1%
Full-time students	32.5%	20.6%	13.7%

Source: 2011 Census. Note: The percentage is of the 16-74 age group to reflect the employment position of people recently retired.

3.4 **Households Economic Activity:** Based on the Annual Population Survey for 2012, Table 10 illustrates that

- Three out of every ten households in the Glasgow Kelvin constituency are workless (no individuals aged 16 and over are in employment) households which is in line with the average level for Glasgow City but almost 50% higher than the average level for Scotland;
- The level of mixed households (households where at least one adult but not all adults are in employment) in the AP is higher than the average for Glasgow and Scotland.

Table 10: Household Economic Activity

	Glasgow Kelvin		Glasgow City		Scotland	
	number	number	number	%	number	%
All households	37,200	37,200	232,000	100.0	1,801,200	100.0
Working households	13,900	13,900	106,600	46.0	973,900	54.1
Mixed households	12,000	12,000	55,300	23.8	455,800	25.3
Workless households	11,300	11,300	70,100	30.2	371,400	20.6

Source: 2012 Annual Population Survey - NOMIS

Out of Work Benefit Claimants

3.5 Given the unavailability of regular data on the topics above at an Area Partnership level, an increasing focus in determining the current economic

position within an AP is based on the level of benefit claimants within the AP area.

3.6 Hillhead: Table 11 illustrates that throughout the last five years,

- The number and rate of out of work benefit claimants has remained relatively constant over the last five years;
- just under 1 in 10 working age residents within this AP are “out of work” benefit claimants. The present level for the AP is significantly lower than the average level for North West Glasgow; Glasgow City average and Scotland;
- The level of out of work benefit claimants is not uniform across the AP area as one neighbourhood (part of Hillhead/Woodlands that is in this AP) has a level that is more than three times higher than the level in the part of HDPE that is in this AP;
- The majority (n 1,220; 60%) of the out of work benefit claimants in the AP are receiving Employment Support Assistance (ESA)/Incapacity Benefit (IB). This equates to more than 1 in every 17 people (5.7%) of working age in this AP is receiving this benefit, which is less than half the average level for Glasgow (12.1%). Within ESA/IB claimants, 37% (n450) have been receiving ESA/IB for in excess of 2 years and 23% (n280) have been receiving ESA/IB for in excess of 5 years.

Table 11: Level of & Rate of Key Out of Work Benefit Claimants

	Hillhead AP		North West Glasgow		Glasgow		Scotland	
	No.	Rate	No.	Rate	No.	Rate	No.	Rate
May 2008	2,035	9.5	26,205	17.3	82,950	20.0	439,860	12.6
May 2011	2,230	10.4	27,690	18.3	87,370	21.0	477,960	13.7
May 2013	2,045	9.5	26,015	17.2	81,520	19.6	449,550	12.9
*Hillhead/ Woodlands	1770	12.2						
*Hyndland/ Dowanhill / Partick East (HDPE)	275	3.9						

Source: NOMIS – ONS Crown Copyright Reserved. The key out-of-work benefits consist of the following groups: job seekers, ESA and incapacity benefits, lone parents and others on income related benefits. Thus, it does not include benefits for working age people that are classified by DWP under carer; disabled or bereaved. Rate is the proportion of resident population aged 16-64 (based on 2011 mid year population estimates). *Both Housing Neighbourhoods in the AP cover more than this AP area – the information provided above only relates to the part that is in Hillhead AP.

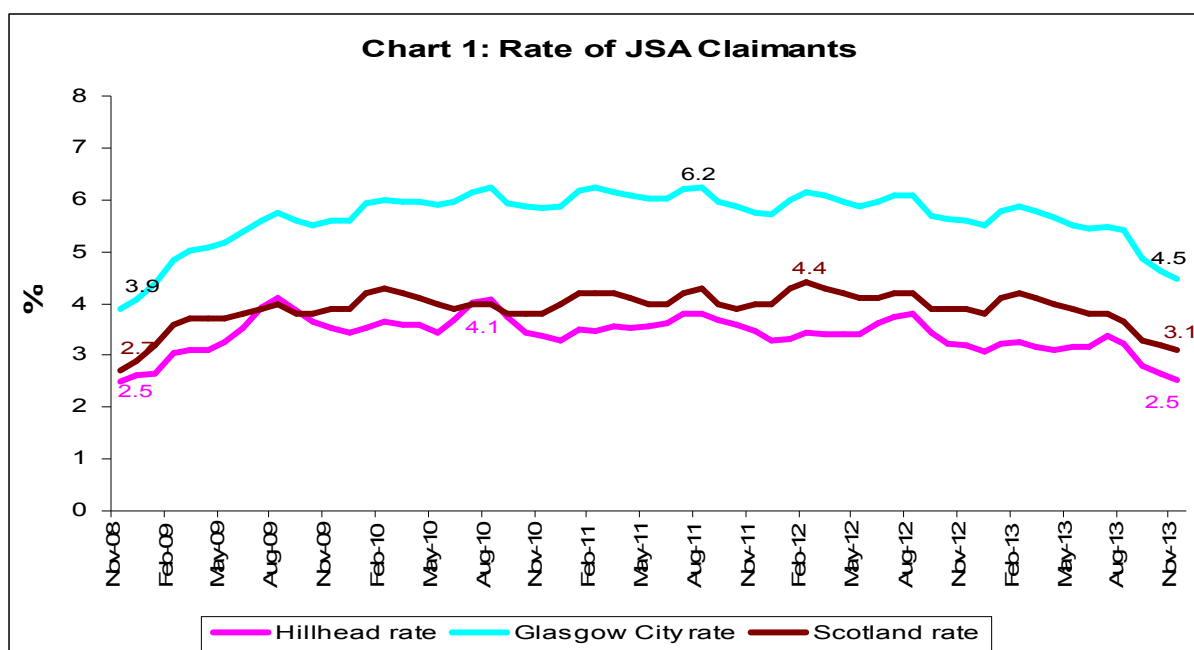
3.7 North West Sector: Hillhead AP has presently the lowest number and rate of “Out of Work” Benefit claimants among the seven North West wards. That position has been constant throughout the last five years.

3.8 Glasgow: **The details for the AP wards out with the North West have still to be determined so presently no comparative analysis is available at an AP ward level.**

Job Seekers Allowance (JSA)

3.9 Hillhead AP Working Age (16-64) JSA Claimants: Chart 1 and Table 12 illustrate that

- throughout the last five years, with the exceptions being in August 2009 and 2010 when the rate in Hillhead AP was slightly higher than the Scottish rate, Hillhead AP has had a lower rate of people claiming Job Seekers Allowance than is the average for the rest of the North West Glasgow; Glasgow City and Scotland;
- the November 2013 level of JSA claimants in Hillhead AP is 2% higher than it was five years previous (0.4% higher than the level in August 2008, which is taken as the month that the recession started to impact). This percentage increase in the number of JSA claimants in this AP since August 2008 is far lower than the increase experienced across North West Glasgow (14% increase), across Glasgow (17% increase) and across Scotland (32%);
- Hillhead experienced its highest level of JSA claimants earlier (August 2010) than was the usual experience for APs in Glasgow so it has seen a downward trend in the number of JSA claimants for the last three years whereas Glasgow and Scotland has experienced the downward trend for the last two years;
- The two neighbourhoods have a level of JSA claimants that is below the North West Glasgow average. However, the level of JSA benefit claimants is not uniform across the AP area as one neighbourhood (part of Hillhead/Woodlands that is in this AP) has a level that is two and a half times higher than the level in the part of HDPE that is in this AP



Source: NOMIS – ONS Crown Copyright Reserved. Rate is the proportion of resident population aged 16-64 (based on 2011 Census)

Table 12: No. & Rate of JSA Claimants

	Hillhead AP		North West Glasgow		Glasgow		Scotland	
	No.	Rate	No.	Rate	No.	%	No.	Rate
November 2008	535	2.5	5,485	3.6	16,227	3.9	90,488	2.7
November 2011	748	3.5	7,788	5.1	23,824	5.7	138,028	4.0
November 2013	546	2.5	5,991	4.0	18,515	4.5	109,179	3.1
*Hillhead/ Woodlands	460	3.2						

*Hyndland/ Dowanhill / Partick East (HDPE)	86	1.2										
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Source: NOMIS – ONS Crown Copyright Reserved. Rate is the proportion of resident population aged 16-64 (based on 2011 Census). *Both Housing Neighbourhoods in the AP cover more than this AP area – the information provided above only relates to the part that is in Hillhead AP.

3.10 North West Sector: Hillhead AP has presently the lowest number and second lowest rate of JSA claimants among the seven North West wards. Three of the seven North West APs (MME Wards 10 -12) have almost identical rates (c. 2.5%) of JSA claimants.

3.11 Glasgow: Hillhead AP has presently the third lowest number and third lowest rate of JSA claimants across the 21 APs. During the last five years, Hillhead AP relative position has remained static as it has consistently had the third lowest number and rate of JSA claimants among the 21 APs.

Young (16-24) Job Seeker Allowance Claimants

3.12 Hillhead: Table 13 illustrates that:

- throughout the last five years, Hillhead AP has had a rate of 16-24 years old claiming JSA than is half the average rate for the rest of the North West Glasgow, a third of the average rate for Glasgow City, and nearly a third of the average rate for Scotland;
- there has been an actual reduction in the numbers of 16-24 years old JSA claimants within this AP compared to five years ago;
- among JSA claimants, Hillhead AP witnessed a drop in the percentage aged under 25, falling from 24% five years ago to a present level of 22.2%. This level is below the average for Glasgow City and Scotland.

Table 13: Level, Rate & % of JSA Claimants Aged Under 25

	Hillhead AP			North West Glasgow			Glasgow			Scotland		
	No.	Rate	%	No.	Rate	%	No.	Rate	%	No.	Rate	%
November 2008	128	1.7	24.0	1,500	3.7	27.4	4,725	5.3	29.1	27,670	4.4	30.7
November 2011	194	2.5	25.9	2,059	5.1	26.4	6,565	7.3	27.6	41,185	6.5	29.9
November 2013	121	1.6	22.2	1,322	3.3	22.1	4,305	4.8	23.3	27,535	4.4	25.3
*Hillhead/ Woodlands	112	1.9	24.3									
*Hyndland/ Dowanhill / Partick East (HDPE)	9	0.6	10.5									

Source: NOMIS – ONS Crown Copyright Reserved. Rate is the proportion of resident population aged 16-24 (based on 2011 Census). % is the number of young JSA Claimants as a percentage of the total number of JSA claimants. *Both Housing Neighbourhoods in the AP cover more than this AP area – the information provided above only relates to the part that is in Hillhead AP.

3.13 The bullet points (above) highlight an improving position relating to 16-24 years old JSA claimants in Hillhead AP but there has been less progress and a higher level of 16-24 years old JSA claimants in the Hillhead/Woodlands neighbourhood compared to HDPE.

3.14 **North West Sector:** Throughout the last five years, Hillhead AP has had the second or third lowest number and the second lowest rate of 16-24 years old JSA claimants in the North West. The rate (1.6%) at November 2013 was less than a quarter of the highest rate in the North West (6.8%, Drumchapel/Anniesland AP).

3.15 **Glasgow:** As at November 2013, Hillhead AP has the fifth lowest number of young JSA claimants and the second lowest rate of 16-24 years old JSA claimants across the 21 Area Partnerships. In comparative terms, Hillhead AP's position is the same as it was five and two years previously.

Education

3.16 **School Leavers:** Tables 14a-b provide details relating to the destination of 2011/12 North West school leavers. Details relating to the destination of 2012/13 school leavers are not yet available at an AP level but Table 15 provides the percentage details relating to North West schools.

Tables 14a-b illustrate that

- Only 8% (n118) of the 2011/12 North West school leavers were resident in the Hillhead AP. This low level of school leavers fits in with the demographic profile of the AP as outlined in Section 2 of the report;
- Nearly half (47%; n55) of the school leavers from this AP were destined for Higher Education. This is a level that is significantly higher than the Glasgow (29%) and Scottish average (37%). A further 20% were destined for Further Education. Thus, two thirds of the 2011/12 Hillhead school leavers were destined for Higher/Further Education, which is higher than the average level for the North West (60%); Glasgow (58%) and Scotland (64%);
- More Hillhead school leavers (15.2%) were destined for unemployment than were going into employment (13.6%). Among the North West APs, Hillhead had the highest percentage of its 2011/12 school leavers destined for unemployment and the second lowest percentage destined for employment.

Tables 14a – b: School Leavers Destination Report 2011/12 by number and percentage (Initial Destination Numbers)

Area Partnerships	Total Number of School leavers	Number Entering Higher Education	Number Entering Further Education	Number Entering Training	Number Entering Employment	Number Unemployed and seeking employment or training	Number Unemployed and not seeking employment or training	Unknown
Anderston / City	73	24	21	10	8	8	2	0
Canal	256	70	74	27	52	26	4	3
Drumchapel / Anniesland	292	70	79	48	50	40	3	2
Garscadden / Scotstounhill	275	97	85	26	44	21	1	1
Hillhead	118	55	24	5	16	17	1	0
Maryhill / Kelvin	200	62	55	18	42	22	1	0
Partick West	216	109	37	7	34	26	2	1
NORTH WEST TOTAL	1,430	487	375	141	246	160	14	7

Area Partnerships	Total Number of School leavers	% Entering Higher Education	% Entering Further Education	% Entering Training	% Entering Employment	% Unemployed and seeking employment or training	% Unemployed and not seeking employment or training	% Unknown
Anderston / City	73	32.9	28.8	13.7	11	11	2.7	0
Canal	256	21.9	26.5	13.5	24.5	10.3	2.6	0.6
Drumchapel / Anniesland	292	24	27.1	16.4	17.1	13.7	1	3
Garscadden / Scotstounhill	275	35.3	30.9	9.5	16	7.6	0.4	0.4
Hillhead	118	46.6	20.3	4.2	13.6	14.4	0.8	0
Maryhill / Kelvin	200	31	27.5	9	21	11	0.5	0
Partick West	216	50.5	17.1	3.2	15.7	12	0.9	0.5
NORTH WEST TOTAL	1,430	34.1	26.2	9.9	17.2	11.2	1.0	0.5
Glasgow City Council	4,411	29.3	28.3	9.0	19.3	10.6	1.3	2.1
Scotland	50,892	37.3	26.8	4.6	19.8	8.4	1.3	1.7

3.17 Table 15 illustrates that the three North West secondary schools located in the Area Partnership (Hillhead High School; Hyndland Secondary and Notre Dame) all achieved

- an above Glasgow average level of positive outcome destinations among their 2012/13 school leavers. Two of the three schools achieved a positive outcome destination level above the Scottish average;
- an increased percentage of positive outcomes destinations compared to 2011/12;
- the highest percentage of 2012/13 school leavers among the North West AP who were destined for higher education. The majority of 2012/13 school leavers from two of the schools were planning to go Higher Education.

Table 15: Glasgow City Council SLDR 2012/13 (Initial Destination Percentages)

School	Total Leavers	% Higher Education	% Further Education	% Training	% Employment	% Voluntary Work	% Activity Agreements	% Un Employ Seeking Work	% Un Employ Not Seeking Work	% Not Known	% Positive	Change on % positive from 2011/12
Cleveden Secondary School	146	28.1	34.2	6.8	18.5	0	3.4	8.2	0.7	0	91.1	+6.1
Drumchapel High School	99	23.2	19.2	25.3	14.1	0	2	16.2	0	0	83.8	+5.3
Hillhead High School	143	37.1	27.3	4.9	14	1.4	11.2	3.5	0.7	0	95.8	+4.8
Hyndland Secondary School	157	51.6	21	3.8	11.5	0.6	1.3	9.6	0	0.6	89.8	+2.1
John Paul Academy	134	27.6	21.6	9.7	21.6	0	2.2	16.4	0.7	0	82.8	- 2.3
Knightswood Secondary School	232	31.9	29.7	6.5	14.7	0.9	0.4	15.1	0.4	0.4	84.1	- 6.5
Notre Dame High School	136	56.6	21.3	2.9	11.8	0.7	0.7	3.7	2.2	0	94.1	+3.3
St Thomas Aquinas Secondary School	148	36.5	30.4	7.4	14.2	0.7	2.7	6.8	0.7	0.7	91.9	+3.8
North West Sector	1,195	36.8	26.2	7.6	15.0	0.6	2.8	10.1	0.7	0.2	89.0	+1.7
Glasgow City Council	4,572	31.4	27.4	8.2	18.6	0.6	3	9.5	1	0.3	89.2	+1.6
Scotland	52,801	36.5	27.8	5.0	20.4	0.5	1.3	7.1	1.2	0.3	91.4	+1.5

3.18 **School Attainment:** Table 16 provides details on the percentage of pupils achieving levels of educational achievement and illustrates a positive picture as in 2013:

- Hyndland Secondary and Notre Dame High School achieved a level that was in excess of the Glasgow and Scottish average across all the nine categories within S4 – S6 classes.
- All three schools achieved a level in 2013 that was above the Glasgow average in all categories, with Hillhead High School also achieving a higher than Scottish average for all three of the S6 categories.

Table 16: 2011 – 2013 School Attainment Results

% of S4 achieving	5+ Level 3 or better					5+ Level 4 or better					5+ Level 5 or better				
	2011	2012	2013	11=>12	12=>13	2011	2012	2013	11=>12	12=>13	2011	2012	2013	11=>12	12=>13
National	93	94	95	1	1	79	80	82	1	2	36	37	38	1	1
Glasgow	90.8%	93.6%	93.1%	2.8%	-0.5%	71.0%	72.2%	73.5%	1.1%	1.3%	24.2%	26.5%	27.5%	2.3%	1.0%
Hillhead High School	94.5%	91.8%	94.4%	-2.8%	2.6%	75.8%	67.1%	78.3%	-8.7%	11.2%	36.7%	27.2%	31.5%	-9.5%	4.3%
Hyndland Secondary School	93.7%	93.3%	98.9%	-0.4%	5.5%	80.0%	88.3%	87.6%	8.3%	-0.7%	40.6%	53.9%	56.2%	13.3%	2.3%
Notre Dame High School	96.6%	95.9%	95.8%	-0.7%	-0.2%	83.1%	91.2%	87.3%	8.1%	-3.9%	43.2%	44.6%	41.5%	1.4%	-3.1%
% of S5 achieving	1+ Level 6 or better					3+ Level 6 or better					5+ Level 6 or better				
	2011	2012	2013	11=>12	12=>13	2011	2012	2013	11=>12	12=>13	2011	2012	2013	11=>12	12=>13
National	45	46	48	1	2	26	27	28	1	1	12	13	13	1	0
Glasgow	32.7%	36.6%	40.0%	3.9%	3.4%	16.3%	17.9%	20.0%	1.7%	2.1%	6.5%	7.5%	8.0%	1.0%	0.5%
Hillhead High School	41.7%	61.7%	47.5%	20.0%	-14.3%	16.6%	38.3%	27.8%	21.7%	-10.4%	8.6%	21.1%	14.6%	12.5%	-6.5%
Hyndland Secondary School	44.7%	50.9%	64.4%	6.2%	13.6%	31.8%	36.6%	46.7%	4.7%	10.1%	17.9%	14.3%	23.9%	-3.6%	9.6%
Notre Dame High School	56.3%	58.1%	60.8%	1.8%	2.7%	38.4%	34.5%	37.2%	-4.0%	2.7%	17.2%	18.2%	19.6%	1.0%	1.4%

% of S6 achieving	3+ Level 6 or better					5+ Level 6 or better					1+ Level 7 or better				
	2011	2012	2013	11=>12	12=>13	2011	2012	2013	11=>12	12=>13	2011	2012	2013	11=>12	12=>13
National	35	36	38	1	2	24	25	26	1	1	16	16	17	0	1
Glasgow	24.3%	25.2%	28.5%	0.9%	3.3%	16.3%	16.0%	17.7%	-0.3%	1.7%	8.1%	7.9%	9.8%	-0.2%	1.9%
Hillhead High School	33.3%	31.8%	51.6%	-1.5%	19.8%	26.1%	19.2%	36.7%	-6.9%	17.5%	19.4%	15.2%	34.4%	-4.2%	19.1%
Hyndland Secondary School	49.4%	41.9%	42.9%	-7.5%	1.0%	39.4%	32.4%	31.4%	-7.0%	-1.0%	26.1%	16.8%	24.6%	-9.4%	7.8%
Notre Dame High School	38.1%	43.7%	50.7%	5.6%	7.0%	23.8%	36.4%	38.5%	12.6%	2.1%	8.8%	15.2%	23.6%	6.4%	8.4%

3.19 **Section Summary:** Hillhead AP has a large working age population, including a large student population. In general, Hillhead AP is, in economic terms, a successful AP relative to other APs in Glasgow as it has

- a higher percentage of residents who are in managerial occupations;
- less who are unemployed; and
- less who are claiming “out of work” benefits.

The expectation is that this position will continue for the foreseeable future as

- there are less than the average level of young “out of work” benefit claimants; and
- school leavers in Hillhead have been achieving higher than average educational attainment levels and more positive destinations when leaving school.

4. **Health Information** (inc. comparative info for Glasgow & Scotland where available & applicable)

4.1 In 2013, Hillhead Area Partnerships received a report and presentation on the local Health & Wellbeing Profile. However, the profile was based on the three former North West Local Community Planning Partnerships (LCPPs) areas and the “Intermediate Zones” (IZ) areas within those LCPPs. This AP profile has not equated the IZ exactly to the AP boundaries but has excluded those IZ areas that are not within the Hillhead AP. It is envisaged that the Health information will be available at AP/Multi Member Electoral Ward level in the near future.

North West Health Profile

4.2 Based on 2010 North West Health & Wellbeing Profiles, a summary of the key features are as follows:

- **Life Expectancy & Mortality:** Male and female life expectancy (71.0 and 77.2 years respectively) in North West Glasgow is significantly lower than the Scottish average (74.5 and 79.5 years respectively), although it has been rising steadily over time. Mortality rates from a range of illnesses inc. coronary heart disease (under-75s), cerebrovascular disease (under-75s) and cancer (under-75s) are all significantly higher (worse) than the Scottish average;
- **Behaviours:** An estimated 32.0% of adults smoke in the council area, compared to 25.0% in Scotland as a whole. In North West Glasgow there have been 670 deaths from alcohol related conditions in the last five years and the alcohol related death rate is significantly higher than the Scottish average. The proportion of the population hospitalised with alcohol conditions is higher than the Scottish average, and the proportion hospitalised with drug related conditions is similar to the Scottish average. The levels of sporting participation in Glasgow are significantly lower than average;
- **Ill Health & Injury and Mental Health:** Cancer registrations, diabetes prevalence, and the proportions of the population hospitalised for coronary heart disease, Chronic obstructive pulmonary disease (COPD), cerebrovascular disease, emergency admissions and multiple admissions (65 years and over) are all significantly higher (worse) in North West Glasgow than the Scotland average. However, the rates of hospitalisations for asthma, and falls in the home (65 years and over), are significantly lower than average, as is the road traffic accident casualty rate. Drug prescribing for mental health problems is significantly higher than the Scottish average. The suicide death rate in North West Glasgow (21.6 per 100,000 populations) is also significantly higher than the Scottish average (15.1 per 100,000 populations).
- **Women's & Children's Health:** Breast screening uptake is significantly lower in North West Glasgow (67.7%) than the Scottish average (75.3%). The prevalence of pregnant mothers who smoke,

and the rate of teenage pregnancies (under-18s), are both significantly higher than average. The percentage of babies exclusively breastfed at 6-8 weeks is, however, significantly higher than average, whilst immunisation uptake at 24 months is significantly lower than average. Child dental health in primary 1 is significantly worse than the Scottish average.

North West Health & Wellbeing Summary

4.3 Based on 57 health & wellbeing indicators, the North West scored significantly worse than the Scottish average for 43 indicators. Table 17(a) lists the indicators for which the North West scored most significantly worse than the average levels for Scotland and Table 17(b) lists the seven Health & Wellbeing indicators for which the North West performed significantly better than the Scottish average:

Table 17(a) – North West Health & Wellbeing Indicators (Negative)

Indicator	Number	Measure	Type	Scot. Average
Smoking attributable deaths ²	808	33.7	%	24.1
Smoking prevalence ³	n/a	32.0	%	25.0
Deaths from alcohol conditions ¹	670	73.9	sr	46.4
Sporting participation ³	n/a	68.0	%	73.0
Patients (65+) with multiple hospitalisations	4,948	6,010.3	sr	4,607.6
Households assessed as homeless ³	7,201	2.6	%	1.8
Adults rating neighbourhood as a very good place to live ³	n/a	36.0	%	52.0

Notes: 1. Five-year combined number, and 5-year average annual measure. 2. Three-year combined number, and 3-year average annual measure. 3. Data available down to local authority level only. sr = age-sex standardised rate per 100,000 population.

Table 17(b) – North West Health & Wellbeing Indicators (Positive)

Indicator	Number	Measure	Type	Scot. Average
Patients hospitalised with asthma ²	1,548	293.1	sr	472.9
Road traffic accident casualties ²	327	62.0	sr	79.4
Patients hospitalised after a fall in the home (65+) ²	314	328.9	sr	710.4
Households in extreme fuel poverty ³	n/a	6.5	%	7.5
People living in 15% most 'access deprived' areas	0	0.0	%	14.2
Babies exclusively breastfed at 6-8 weeks ²	1,642	29.4	%	26.4
People (65+) receiving free personal care at home ³	n/a	7.1	%	5.3

Notes: 1. Five-year combined number, and 5-year average annual measure. 2. Three-year combined number, and 3-year average annual measure. 3. Data available down to local authority level only. sr = age-sex standardised rate per 100,000 population.

Hillhead

4.4 The information provided in Sections 4.5 – 4.8 is based on a subset of the 57 Health indicators as they relate to the eight IZ Areas that are fully

or partly within the Hillhead AP. The 2010 population estimates for the IZ areas within the Hillhead AP are

It should be noted that the names given to some of the IZs do not reflect local understanding of the geographical area (e.g. the datazones grouped under the IZ named Firhill are within this Area Partnership and not as would be expected within Canal AP. Similarly, all the datazones grouped as Hillhead IZ are actually in the Partick West AP).

Life Expectancy

4.5 Table 18 provides the estimated life expectancy by gender for the eight IZ areas within the Hillhead AP. The key findings are that:

- 87% residents within the Hillhead AP live in an area where the life expectancy is higher than the average for the North West Glasgow and c. 65% live in an area where the life expectancy is higher than the average for the Scottish average;
- For both male and female life expectancy, four of the seven highest North West life expectancy levels are in Hillhead AP. The two highest male life expectancy North West IZ areas are in this AP;
- There are some significant differences between gender and localities within the AP. The scale of gender difference in life expectancy is not uniform across the AP. Two examples of the differences are
 - in three of the eight IZ areas within the AP, a female is expected to live at least 8 years longer than a male; and
 - a male in the Kelvinside and Jordanhill area is expected to live 14 years longer than a male in Woodside, which is only walking distance away.

Table 18: Hillhead Estimated Life Expectancy

Male Life Expectancy			Female Life Expectancy		
6	Woodside	66.2	8	Woodside	75.5
	North West average	71		North West average	77.2
28	Firhill	71.3	29	Partickhill and Hyndland	78.9
33	Woodlands	73.0		Scottish average	79.5
	Scottish average	74.5	34	Firhill	79.9
39	Kelvingrove and University	76.0	36	North Kelvin	80.2
41	Dowanhill	77.9	40	Dowanhill	80.9
42	North Kelvin	78.5	41	Woodlands	81.3
45	Partickhill and Hyndland	79.3	42	Kelvingrove and University	81.9
46	Kelvinside and Jordanhill	80.1	44	Kelvinside and Jordanhill	82.3

Note: The numbers in the first and fourth columns (from the left) are the IZ area's ranking within the 46 North West Intermediate Zones.

Mental Health

4.6 Tables 19a and 19b provide three Mental Health indicators for the five IZ areas. The key findings are:

- 70% of the Hillhead AP residents live in areas that have a below North West Glasgow and Scottish average level of prescribing for anxiety/depression and psychiatric hospitalisation rate. Out with the Woodside and Firhill IZ areas, the rest of the areas within Hillhead AP are in the lowest (best) third of NW IZs in terms of prescribing for anxiety/depression and psychiatric hospitalisation rate;
- The high psychiatric hospitalisation rate within the Woodside IZ area. The rate is the third highest among the 46 IZ area in the North West and is more than twice the Scottish average rate;
- Significant variations exist across the AP relating to the Psychiatric Hospitalisation Rate with a prevalence level in one area (Woodside) being more than five times higher than in another area (Kelvinside and Jordanhill);
- None of the IZs areas within Hillhead AP have a suicide rate that is above the North West and Scottish average level.

Table 19(a): Hillhead Mental Health Indicators

Patients prescribed drugs for anxiety/depression			Psychiatric hospitalisation rate		
29	Woodside	10.7%	3	Woodside	722.0
29	Firhill	10.7%	20	Firhill	457.2
	North West average	11.5%		North West average	396.4
	Scottish average	9.7%	32	Kelvingrove and University	325.1
38	Kelvinside and Jordanhill	9.0%		Scottish average	303.0
40	Partickhill and Hyndland	8.2%	34	Dowanhill	292.5
42	North Kelvin	8.0%	35	North Kelvin	270.6
43	Woodlands	7.8%	37	Woodlands	248.9
45	Dowanhill	7.3%	41	Partickhill and Hyndland	220.7
46	Kelvingrove and University	6.8%	43	Kelvinside and Jordanhill	127.6

Note: The numbers in the first and fourth columns (from the left) are the IZ area's ranking within the 46 North West Intermediate Zones. Rate is the age-sex standardised rate per 100,000 population averaged over 3 years.

Table 19(b): North West Suicide Levels

Deaths from suicide rate > 15%		
1	Partick	56.4
2	Whiteinch	41.6
3	Glasgow Harbour & Partick S	29.1
4	Anderston	22.6
	North West average	21.6
5	Hillhead	15.3
	Scottish average	15.1

Note: The numbers in the first and fourth columns (from the left) are the IZ area's ranking within the 46 North West Intermediate Zones. Rate is the age-sex standardised rate per 100,000 population averaged over 5 years.

Alcohol & Drugs

4.7 Table 20 provides the alcohol/drugs hospitalisation rates for the five Intermediate Datazone areas within the Hillhead AP. The key findings are:

- All the IZ areas in the Hillhead AP have a drug related hospitalisation rate that is below the North West Glasgow and Scottish average. Woodside IZ area has the highest rate within the AP and this rate is nearly a quarter below the Scottish average rate;
- 83% of the Hillhead AP residents live in IZ areas that have a below North West Glasgow average rate of alcohol related hospitalisations. 70% reside in IZ areas that have a below Scottish average rate of alcohol related hospitalisations;
- Only Woodside IZ (for Alcohol related hospitalisation) is ranked in the top (worst) third among the 46 IZs in the North West in terms of alcohol and drug related hospitalisations.

Table 20: Hillhead Alcohol & Drugs Hospitalisation Rates

Hospitalisation Alcohol			Hospitalisation Drugs		
16	Woodside	1268		North West average	88.9
	North West average	1127		Scottish average	85.1
25	Firhill	1124	28	Woodside	64.7
	Scottish average	1088	30	Firhill	57.3
36	Woodlands	763	31	Kelvingrove and University	54.2
38	North Kelvin	627	37	North Kelvin	26.0
40	Kelvingrove and University	602	38	Woodlands	24.1
42	Kelvinside and Jordanhill	528	43	Partickhill and Hyndland	5.0
44	Dowanhill	504	44	Kelvinside and Jordanhill	4.1
46	Partickhill and Hyndland	490	45	Dowanhill	0

Note: The numbers in the first and fourth columns (from the left) are the IZ area's ranking within the 46 North West Intermediate Zones. Rate is the age-sex standardised rate per 100,000 population averaged over 3 years.

Multiple Hospital Admissions and Emergency Hospital Admissions

4.8 Table 21 provides details on the multiple hospital admission rates for older people and the overall rate of emergency hospital admission. The information is not comprehensive for the North West in terms of emergency admissions but the main findings are:

- 80% of the Hillhead AP residents live in IZ areas that have a below Scottish average rate of multiple hospital admissions for people aged

65+. 87% reside in IZ areas that have a below North West Glasgow and Scottish average rate of emergency hospital admissions;

- Significant variations within the AP for each indicator as the highest IZ prevalence rates are nearly double the lowest IZ prevalence rate in the AP;

Table 21: Hillhead Hospital Admissions

*Patients 65+ with multiple admissions			**Emergency admissions		
5	Woodlands	4768.8	3	Woodside	7272.9
	Scottish average	4607.6		North West average	6923.2
13	Woodside	4497.6		Scottish average	6378.9
19	Firhill	4300.8	9	Firhill	6162.0
25	North Kelvin	3925.9	10	Woodlands	6028.3
35	Partickhill and Hyndland	3365.4	13	North Kelvin	4917.9
38	Dowanhill	3223.3	14	Kelvingrove and University	4452.8
43	Kelvinside and Jordanhill	2908.4	15	Kelvinside and Jordanhill	4307.3
44	Kelvingrove and University	2519.2	16	Dowanhill	4302.6
			17	Partickhill and Hyndland	4239.1

Note: *The numbers in the first column (from the left) are the IZ area's ranking within the 46 North West Intermediate Zones. **The numbers in the fourth column (from the left) are the IZ area's ranking within the 18 Central & West IZs as information was not available for the whole of the North West sector. Rate is the age-sex standardised rate per 100,000 population averaged over 3 years.

4.9 Section Summary: There are a range of health issues and inequalities across the North West of Glasgow but based on the information in this section, the main health related findings for this AP are that:

- The majority of residents in the Hillhead AP live in areas that have, in comparative terms, positive health indicators;
- Woodside IZ area is the Health “Hot Spot” areas with the AP as it has the highest rate within the AP for “Patients prescribed drugs for anxiety/depression” and hospitalisation for emergency and/or psychiatric, alcohol and drug related reasons as well as a high rate of multiple admissions for the over 65s. This coincides with the low life expectancy.

5. Neighbourhood Management (inc. comparative info for Glasgow & Scotland where available & applicable)

- 5.1 Neighbourhood Management is a central remit of the Area Partnership which is required to develop an Area Partnership Neighbourhood Management Action Plan, based around local “crime and grime” issues.
- 5.2 When provided with a list of 12 options in the 2011 Neighbourhood Management Survey and asked “*what one thing would you change about your neighbourhood that would help improve your quality of life*”, the following three options were chosen most frequently by Hillhead residents:
- Cleaner Streets
 - More Jobs including for young people
 - More Police on the Streets
- 5.3 The main community safety issues identified in 2011 by local residents as a problem locally were:
- Drunk or Rowdy Behaviour
 - Vandalism/Graffiti
 - Disruptive children/teenagers
- 5.4 Sections 5.6 – 5.13 provide more recent information on Neighbourhood Management issues and, in some instances, the actions taken within this AP to the concerns expressed in the Neighbourhood Management Survey.

Community Safety

- 5.5 The information in this section is based on the Community Safety Index (CSI) which comprises key data from Police Scotland, Greater Glasgow and Clyde NHS and Scottish Fire Service. Based on the data, it provides an overall CSI ranking across the 694 SIMD datazones in Glasgow.
- 5.6 Map 2 and Table 22 illustrate the following
- No datazones within the AP are ranked in the highest 50 datazone areas in terms of Community Safety priority areas. One datazone is ranked in the top 10% Community Safety priority areas within the city. Around 4% of the AP’s population resides in that datazone area;
 - In terms of the individual CSI domains, the following two locations are the only instances where a datazone with the Hillhead AP datazones is ranked in the highest 50 datazones for a CSI domain;
 - Alcohol/Drug Admissions: Ranked 14 - Hopehill Road/Ancroft Street
 - Street Drinking: Ranked 43 – University Avenue/ Ashton Lane/ Great George Street

Map 2: Hillhead Community Safety Index of Priority 2013

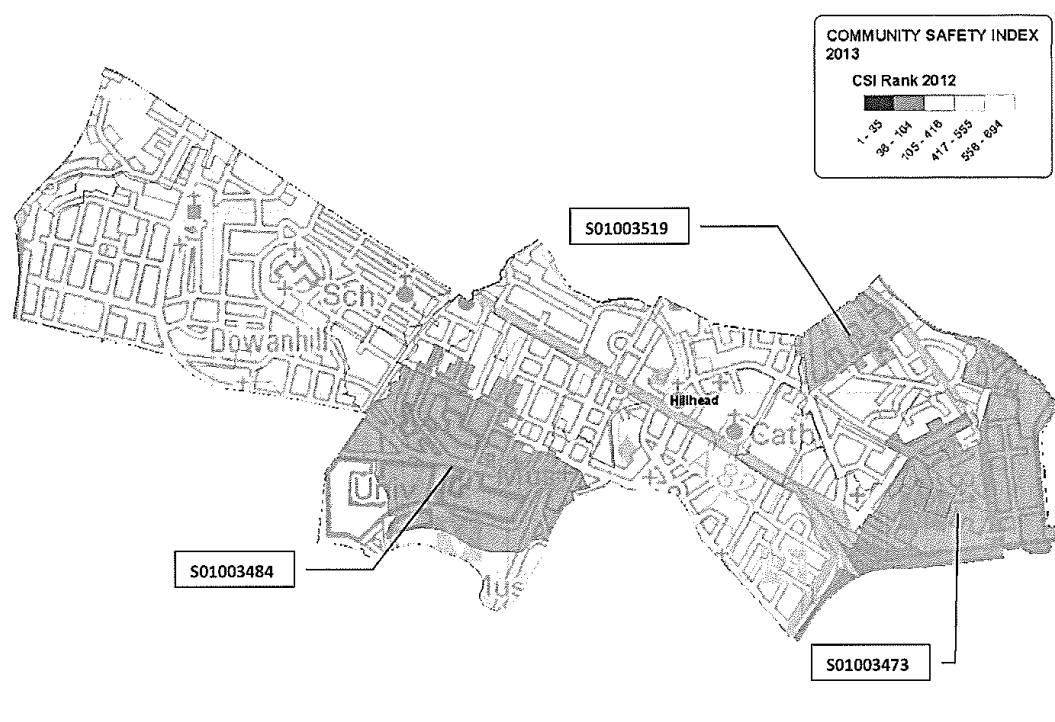


Table 22: Highest Ranked Community Safety Index Datazones in Hillhead AP

SIMD Area	+/- CSI 2010	Approximate Location	CSI Rank	Alcohol / Drug Admissions	ASB Incidents	Assault Admissions	Deliberate Primary Fires	Street Drinking	Vandalism	Violent Crime
S01003473	▲ NEW	▪ Braid Square ▪ Edington St	64	69	85	111	89	326	101	87
S01003519	▲	▪ Hopehill Rd ▪ Ancroft St	84	14	62	103	403	252	108	158
S01003484	▼	▪ University Ave ▪ Ashton Lane ▪ Great George St	85	166	72	142	388	43	122	82

Source: Selected Community Safety outcome indicators based on data 2010/11 – 2012/13
CSI Rank based on 694 SIMD Areas (Rank 1 = most prevalent, 694 = least prevalent)

5.7 Based on the CSI, the local priorities for the Police Scotland as outlined in the local Policing Plan are

- Assault and Violent Crime
- Housebreaking and Theft
- Drunk and Disorderly Behaviour
- Drugs

Accidental & Deliberate Fires

5.8 Table 23 illustrates that in 2011/12,

- the number of fires in Hillhead equated to just under a tenth (9.5%) of the total number for North West Glasgow and 3.7% of the fires in Glasgow. Hillhead AP had the ninth lowest number of fires among the 21 Area Partnerships in Glasgow;

- the rate of accidental fires was high in comparative terms with other geographies. The rate of accidental dwelling fires was the third highest for an Area Partnership in the North West and the seventh highest in Glasgow.

Table 23: 2011/12 Rate of Dwelling & Deliberate Fires

	Hillhead	North West Glasgow	Glasgow	Scotland
Total Number of Fires	186	1959	5,012	32,204
Rate of Accidental Dwelling Fires per 100,000	182.6	173.8	155.6	97.4
Rate of Deliberate Fires (exc. chimney fires) per 100,000	335.9	598.4	565.4	379.6

Source: Scottish Neighbourhood Statistics

5.9 The Fire & Rescue Tactical Assessment for 2012/13 identified that:

- there were 726 incidents in the Hillhead AP area during that year. This equated to 5% of the incidents with the Glasgow Council area. The majority (n408 56%) of these incidents related to “Equipment Fault False Alarms”;
- there were 51 domestic/non domestic dwelling fires within the Hillhead AP during that year, of which 31 (61%) were accidental dwelling fires. 68% of the accidental dwelling fires related to a cooking appliance;
- there were 9 malicious false alarms locations within this AP.

Cleanliness and the Environment

5.10 When asked in the 2011 Neighbourhood Management Survey, Hillhead residents who were surveyed identified the following cleansing and environmental issues as an increasing concern in their local area:

- Litter in the Streets
- Pets/Animals Roaming/Dog Fouling
- Untidy Gardens & Communal Areas

5.11 Sections 5.12 – 5.13 provide more recent information on cleaning/ environmental related issues and the response within this AP to the concerns expressed in the Neighbourhood Management Survey.

Complaints

5.12 Table 24 provides details on the number of complaints that were received in 2012/13 relating to cleansing related issues and the main findings for the Hillhead AP are:

- The 1769 complaints equated to 14.9% of the North West complaints and was the third highest number of complaints for any AP within the North West;

- 91% of the complaints came under the following five categories:
 - Domestic Refuse (n 681; 38.5% – North West level 37.0%)
 - Recycling (n 385; 21.8% - North West level 27.4%)
 - Bulk Uplift (n 230; 13.0% - North West level 13.9%)
 - Commercial Refuse (n 186; 10.5% - North West level 8.4%)
 - Litter/Litter Bins (n128; 7.2% - North West level 3.2%)

Domestic Refuse, Commercial Refuse, Litter/Litter Bin and Street Sweeping are the areas with an above average level of complaints relative to the rest of the North West.

Table 24: 2012/13 Cleansing/Environmental Complaints

	Hillhead		Ward 10	Ward 12	Ward 13	Ward 14	Ward 15	Ward 16	North West Total	
	No.	%	No.	No.	No.	No.	No.	No.	No.	%
Back Court Pull Out	7	0.4	3	30	9	19	6	6	80	0.7
Bulk Uplift	230	13.0	119	243	247	252	171	393	1655	13.9
Commercial Refuse	186	10.5	404	202	29	37	74	72	1004	8.4
Council School	6	0.3	8	22	19	4	8	24	91	0.8
Domestic Refuse	681	38.5	280	1004	575	688	526	648	4402	37.0
Employee Behaviour	42	2.4	26	48	42	40	26	33	257	2.2
Kerbside Collection	11	0.6	3	34	7	20	23	14	112	0.9
Litter / Litter Bins	128	7.2	103	42	24	41	18	26	382	3.2
Policy Complaints	8	0.5	4	9	12	10	6	11	60	0.5
Recycling	385	21.8	146	728	493	553	512	441	3258	27.4
Street Sweeping	70	4.0	26	49	44	27	65	45	326	2.7
Wheelie Bin	14	0.8	12	39	71	39	28	59	262	2.2
Others	1	0.1	3	2	1	1	2	1	11	0.1
Total	1769	100%	1137	2452	1573	1731	1465	1773	11900	100

Action to Tackle Cleansing/Environmental Concerns

5.13 Table 25 provides details on the actions taken to tackle issues relating to cleansing issues during April –September 2013 and highlights the following:

- 1.1% of Fixed Penalty Notices (FPNs) issued in the city during the six months were issued in the Hillhead AP area. The percentage rises to 1.3% within the North West sector of the city;
- 94% of the FPNs issued in this AP were for litter related behaviour (84.5% cigarette litter; 9.5% litter);
- 4.6% of the graffiti incidences removed in the city during the six months were in this AP area. This was the eighth highest number of graffiti incidences removed across the 21 APs in the city. 7.7% of the flyposting incidences in the city were tackled in this AP. This was the fourth highest number of flyposting incidences tackled across the 21 APs in the city. These percentages rise to 13% and 17%, respectively, within the North West sector of the city.

Table 25: Number of Fixed Penalty Notice (FPN) Issued & Incidents Tackled in

	Glasgow Total - Year to Date	North West Total	Hillhead	Rest of North West
Fixed Penalty Notices				
Total Number of FPNs issued	10690	8716	116	8600
Number of FPNs issued for flytipping	10	1	0	1
Number of FPNs issued for dog fouling	827	177	7	170
Number of FPNs issued for cigarette litter	9249	8189	98	8091
Number of FPNs issued for litter	576	261	11	250
Number of FPNs issued for chewing gum	28	25	0	25
Incidents Tackled				
Number of graffiti incidences removed	6147	2240	284	1956
Meterage of graffiti removed	68647	28838	3611	25227
Number of flyposting incidences tackled	78	35	6	29
Meterage of flyposting tackled	977	323	28	295

April –September 2013

5.14 A summary of the information in Sections 5.10 – 5.13 would be that

- more residents in this AP than is the average across the North West APs are not satisfied with cleansing/environmental related matters in their local area;
- relative to the other APs across the North West (excluding Anderston/City AP), the level of response taken to issues of litter/graffiti/flytipping is high.

6. Other Ward Specific Information

- 6.1 This section has still to be completed as it may contain information that has been specifically requested by Area Partnership members at and subsequent to its meeting on the 10th February 2014.

7. Area Partnership Profile Summary

- 7.1 This section of the profile has still to be finalised if any additional information is requested by the Area Partnership to be included in Section 6 but at the time of writing, the main findings of the Hillhead Area Partnership profile are as follows:

Demographic & Socio-Economic

- The total population within Hillhead AP is 26,549. Hillhead has experienced a 2.5% (n647) increase in its population since the 2001 Census;
- 75% of the population are White – British or Irish. The total percentage of ethnic minorities including Black or Minority Ethnic (BME – 18.1%) and other white (non UK/non Irish – 7.4%) resident in the Area Partnership is the second highest within the North West and the four highest number and percentage of the residents among the 21 APs;
- Hillhead AP has the highest number (21,508) and percentage (81%) of its population that are of working age (16-64) in the city. This is primarily due to the number (n7664; 29%) of residents in the AP aged 16-24s. Hillhead AP has the second lowest number and percentage of children and older people among the APs in the city;
- Nearly eighty percent (79.8%) of the housing stock in the AP is either owner occupied (44.2%) or private rented (35.6%). The level of privately funded housing, especially the level of private rented housing, is above the average level for the North West (65% - private rented 22%) and significantly above the average level for the city (53% - private rented 19%).
- The level (20.2%) of social rented housing overall in Hillhead AP is the lowest among the seven North West APs and is also significantly below the equivalent level for Glasgow City (36.9%);
- 95% of the households in Hillhead AP are flats. The level of flat dwellings in this AP is the second highest percentage among the 21 APs in Glasgow.
- The majority (63%) of the dwellings in Hillhead AP are rated at Band D (more than £45,000) and above. That is the highest level across the 21 APs in Glasgow and is significantly higher than the average Band D+ level for Scotland (38.5%). Only 1 in 20 houses are rated in

Band A which is the lowest level in the North West and the third lowest among the 21 APs in Glasgow;

- 70% of the Hillhead population reside in a best 50% SIMD datazone with 10% residing in a worst 15% SIMD datazone. Both housing neighbourhoods within the AP have all been ranked among the best third of the 56 housing neighbourhoods in Glasgow in terms of the SIMD Income deprivation domain.

Labour Market/Employment/Benefit Information

- The level of unemployed working age residents across the two neighbourhoods within the AP is less than the average for the North West and Glasgow City;
- The percentage of full time students residing in the AP is more than twice the level for Glasgow City. Excluding the full time students, the majority (53%) of the remaining residents in the AP classified their employment status as either “Higher managerial/professional” or “Lower managerial/ professional”. The comparative level for Glasgow City is 29%;
- Fewer than 1 in 10 (9.5%) working age residents within this AP are “out of work” benefit claimants. The number and rate of out of work benefit claimants has remained relatively constant over the last five years. Hillhead AP has presently the lowest number and rate of “Out of Work” Benefit claimants among the seven North West wards. The level in Hillhead AP is significantly lower than the average level for Glasgow City and Scotland. The majority (60%) of the out of work benefit claimants in the AP are receiving Employment Support Assistance (ESA)/Incapacity Benefit (IB);
- Throughout the last five years, Hillhead AP has had a lower rate of people claiming Job Seekers Allowance than is the average for the rest of the North West Glasgow; Glasgow City and Scotland.
- Hillhead AP has presently the third lowest number and third lowest rate of JSA claimants across the 21 APs. However, the level of JSA claimants in Hillhead AP as at November 2013 is slightly (0.4%) higher than the level in August 2008, which is accepted as the month that the recession started to impact;
- For 16-24 years old JSAs claimants, there has been an actual reduction in the numbers of young JSA claimants within this AP compared to five years ago. Throughout the last five years, Hillhead AP has had a rate of 16-24 years old claiming JSA than is half the average rate for the rest of the North West Glasgow, a third of the average rate for Glasgow City, and nearly a third of the average rate for Scotland. The 16-24 JSA claimant rate (1.6%) at November 2013 was less than a quarter of the highest rate in the North West (6.8%, Drumchapel/Anniesland AP);

- Only 8% of the 2011/12 North West school leavers were resident in the Hillhead AP.
- Nearly half (47%; n55) of the school leavers from this AP were destined for Higher Education. This is a level that is significantly higher than the Glasgow (29%) and Scottish average (37%). A further 20% were destined for Further Education;
- More Hillhead school leavers (15.2%) were destined for unemployment than were going into employment (13.6%). Among the North West APs, Hillhead had the highest percentage of its 2011/12 school leavers destined for unemployment and the second lowest percentage destined for employment;
- the three North West secondary schools located in Hillhead AP (Hillhead High School; Hyndland Secondary and Notre Dame High School) all achieved
 - an above Glasgow average level of positive outcome destinations among their 2012/13 school leavers. Two of the three schools achieved a positive outcome destination level above the Scottish average;
 - the highest percentage of 2012/13 school leavers among the North West AP who were destined for higher education. The majority of 2012/13 school leavers from two of the schools were planning to go Higher Education.

Health Information

- The North West of Glasgow has a range of health issues as evidenced by scoring significantly worse than the Scottish average for 43 out of 57 health & wellbeing indicators and inequalities within the area.
- Within Hillhead the main health findings in the report are
 - The majority of residents in the Hillhead AP live in areas that have, in comparative terms, positive health indicators;
 - Woodside IZ area is the Health “Hot Spot” areas with the AP as it has the highest rate within the AP for “Patients prescribed drugs for anxiety/depression” and hospitalisation for emergency and/or psychiatric, alcohol and drug related reasons as well as a high rate of multiple admissions for the over 65s. This coincides with the low life expectancy.

Neighbourhood Management

- No Hillhead residents reside in the localities that have been ranked as the 25 priority areas in Glasgow based on the Community Safety Index. One datazone area within Hillhead AP is ranked in the top 10%

Community Safety priority areas within the city. Around 4% of the AP's population resides in that datazone area;

- The number of fires in Hillhead IN 2011/12 equated to just under a tenth (9.5%) of the total number for North West Glasgow and 3.7% of the fires in Glasgow. Hillhead AP had the ninth lowest number of fires among the 21 Area Partnerships in Glasgow;
- The rate of accidental fires in 2011/12 was high in comparative terms with other geographies. The rate of accidental dwelling fires was the third highest for an Area Partnership in the North West and the seventh highest in Glasgow;
- During 2012/13, there were 51 domestic/non domestic dwelling fires within the Hillhead AP during that year, of which 31 (61%) were accidental dwelling fires. 68% of the accidental dwelling fires related to a cooking appliance;
- In relation to cleansing/environmental issues, there were 1769 Hillhead complaints during 2012/13, which equated to 14.9% of the North West complaints. This was the third highest number of complaints for any AP within the North West Hillhead AP.