

Local Letting Scheme
Broad Lane Development
Liverpool 11

Background/ Introduction

Broad Lane is located to the North East of the City Centre situated on the fringe of what is known as the Boot Estate and forms part of the LMH North Housing Management area. Historically the Boot Estate once comprised of 1542 inter war 3 bedroom houses whose construction design in modern times was seen as below the governmental required standards for decent homes.

The properties fall within the Norris Green Ward but are also on the border of the Clubmoor Ward, both of which fall within the most deprived areas in England. An extract from the Ward Profiles (produced by Liverpool City Council in Autumn 2011) which includes data from the 2001 Census and Indices of Multiple Deprivation 2010, is attached at Appendix B.

In 1988 the houses were classified as defective, which made it a statutory obligation for the current landlord Liverpool City Council (LCC) to offer to repurchase back any owner occupied dwellings on the estate.

In June 1999 LCC agreed to suspend lettings to the Boot properties on the Estate and to decommission/ demolish the stock. This decision was based upon the absence of a suitable product to bring the houses up to mortgageable standard. LCC commenced a programme of re housing all remaining tenants / occupants and formed the basis of a 30 year regeneration master plan, moving forward the creation of an Urban Village mixed tenure development. (60% for sale / 40% for rent)

As part of the stock transfer agreement in April 2008 LMH maintained the management and demolition of properties within the Boot Estate whilst LCC still retained overall ownership of the land.

In late 2010 LMH submitted proposals to LCC to modernise the 74 properties on Broad Lane in line with the new building technologies which had been used by LMH on a similar estate. Currently 69 of the houses remain void and derelict.

Negotiations continued throughout 2011 and both partners finalised funding arrangements and signed a legal agreement in January 2012 which transferred ownership of 71 properties/ land to LMH. The funding partnership with LCC provided an opportunity for the remaining owner occupiers to take up an option of receiving external improvements to their property at a nil cost. This would ensure total uniformity across the proposed development boundary.

Demand/current letting potential

There are currently 11,937 people registered on Property Pool Plus (PPP) which is the City Councils Choice Based Letting Scheme and used by LMH to allocate our vacant properties. PPP has been established to extract data on the City's Neighbourhoods and not the management areas of the individual HA's. It is not possible, therefore, to extract demand information for the North area or Norris Green / Clubmoor Wards. However, an analysis has been produced for the North area using demand by the postal code 11 and this can be summarised as follows:

Total LMH Demand

Band	City Demand		Liverpool 11	
	No	%	No	%
Urgent	130	1%	4	1%
High	2497	21%	80	13%
Medium	3355	28%	218	35%
Low	5955	50%	322	51%
Total	11937	100%	624	100%

- Overall, there are only 624 applicants who are currently living in Liverpool 11 who are registered on PPP which represents 5% of the total demand. Such a low rehousing demand from applicants from within the area reinforces the need to attract applicants who may live outside the area but have a valuable contribution to make to the community.
- Clearly there is a difference in the demand from applicants in the high and medium bands when we compare applicants in Liverpool 11 to the total demand on PPP. This suggests the properties in Broad Lane will be less popular with applicants in the high and urgent bands. It is for this reason we are proposing to target 20% of the properties to applicants in the Medium Band.

LMH BME Demand

Ethnic Origin	City Demand		Liverpool 11	
	No	%	No	%
White	8765	73%	562	90%
BME	1479	12%	17	3%
Unknown	815	7%	15	2%
Other	800	7%	28	5%
Prefer not to say	78	1%	2	0
Total	11937	100%	624	100%

- Clearly demand from white applicants living in L11 is significantly higher when compared to the total demand and demand from applicants from the BME groups is considerably lower. This is also evident from the data contained in the Ward Profiles (see appendix B). We are hoping therefore that by targeting 10% of the properties to BME applicants it will help to redress some of the imbalances that currently exist in the area.

The houses on the Broad Lane development area are located along a wide avenue, close to local shops, amenities, Norris Green Park and the Ellergreen sports centre. They are close to local bus links to the City Centre, and walking distance to Broadway shopping parade and ASDA supermarket, health centre, schools and places of worship.

The refurbished houses will be finished to an extremely high standard and LMH will be introducing new technologies to pilot energy consumption and efficiencies and monitor low energy use of their units through a range of these products. This should prove particularly beneficial to the new tenants given the relatively low incomes and high levels of benefit dependency across both wards. However, by targeting a proportion of the properties to applicants in full time employment, it will also help to redress the level of unemployment in the area.

The area of Norris Green and the Boot Estate has a difficult and challenging reputation but the houses on Broad Lane always retained a high degree of demand prior to and during the suspension of lettings by LCC back in 1999.

A combined impact of the improvement works and more intensive management / resident engagement will help us to deal with any difficult issues. To compliment this activity and reinforce the prospects of the estate being regenerated the local letting scheme provides an opportunity to identify suitable tenants who will put down roots and contribute to the local community, addressing some of the imbalances that currently exist.

Aims of the Local Letting Scheme

A local lettings plan introduces flexibility into agreed allocation policies and the purpose of this local letting scheme is to set out a different approach to allocations to help us achieve a balanced community, sustainable tenancies and reduce high levels of anti social behaviour. To help us achieve this we will aim to:

- Create a stable environment and feelings of safety and wellbeing within the estate through physical improvements to the properties and intensive housing management;
- Reduce void turnover by improving the quality of the living environment and reducing anti social behaviour using robust processes and partnerships;

- Rebalance the mix of tenants by increasing the numbers not solely dependent on welfare benefits. (see % allocations);
- Compliment the current private new build schemes already in operation on this estate, through a sensitive lettings approach.

Divergence from the standard policy

The local letting scheme for this estate differs from our principal Allocation Scheme in the following ways:

- With the exception of any existing LMH decant cases and LMH tenants remaining on the Boot Estate, all remaining properties will be offered at affordable rents (market rates). Any other internal LMH tenants, if successful, will lose their protected rights linked to Assured Tenancies. Non LMH tenants will also sign Assured Tenancies;
- Applicants with criminal records or a record of anti social behaviour may be rejected if there is concern their activities have not abated and will affect the houses or surrounding estate. This will be subject to information provided through a police check and any offer will be subject to information obtained via these arrangements;
- Where necessary, supporting information for applicants will be sought from a wider range of sources than usual for previous anti social behaviour, rent arrears etc;
- The provision of 2 excellent references is a requirement and any offers may be overlooked if this information is not provided;
- Prospective tenants must attend a pre tenancy interview and financial / benefits check to establish applicant's financial status and suitability for the scheme. This approach is being adopted because of both the rent levels and forthcoming Welfare Reforms;
- Applicants with support needs will only be accepted with a recognised support package ;
- LMH want all prospective tenants to collaborate and participate in an 'energy fantasy league' which will look at all utility use including water across the site by LMH customers;
- Depending upon the energy technology being installed into individual properties, tenants may be asked to provide details of their utility usage over the past 2 years prior to moving onto Broad Lane and may be required to attend a pre tenancy product awareness session. This will be linked to the variety of new energy technologies being fitted by LMH and held up as a pilot scheme to monitor energy uses across the

development. It will assist and help define future policy/ strategies in this field and it is important Broad Lane tenants buy into the consumer conditioning and behaviour LMH are looking to affect;

- Applicants will be required to sign the **Good Neighbour Agreement (Appendix A)**.

Applicants with a history of any of the following serious criminal offences or anti social behaviour will not be considered:

- Prostitution (includes convictions for loiter/solicit for purposes of prostitution, tenant/occupier allowing premises to be used as a brothel for prostitution, living off immoral earnings, woman controlling prostitution);
- Robbery (includes convictions for robbery and assault with intent to rob);
- Violent crime (includes convictions for murder, manslaughter, wounding and assaults);
- Drug trafficking offences (includes convictions for production of controlled drugs, supply of controlled drugs, possession with intent to supply controlled drugs, allowing premises to be used for use of controlled drugs);
- Domestic Burglary (includes convictions for burglary of dwelling houses and aggravated burglary dwellings);
- Racially Aggravated offences (includes convictions for racially aggravated assaults, criminal damage and harassment);
- Vehicle crime (includes convictions for theft of vehicle, theft from vehicle, unauthorised take of motor vehicle, aggravated vehicle take, vehicle interference);
- Domestic Violence.

Selection Process

Current allocations for Broad Lane will be subject to the agreed criteria and all properties will be advertised via PPP. Future voids will continue to be advertised on PPP advising applicants that a local letting scheme is in place and applicants will be required to satisfy the strict criteria already specified. We will continue to give priority to suitable applicants in accordance with the appropriate banding and date order system.

Applicants will be invited to attend a formal interview before an offer is made when the local letting criteria and any additional checks that may be necessary, will be discussed in detail. During this interview, applicants will be

required to demonstrate they understand their responsibilities as a tenant to respect their neighbours and are capable of maintaining and sustaining their tenancy.

To help us achieve the letting criteria, the following targets will be applied:

Band	Sub Band	Proposed target
Urgent 25%	Homeless	10%
	Health/Welfare	Nil
	Decant	5%
	Overcrowd x 2	10%
High 50%	Health/Welfare	15%
	Overcrowd x 1	20%
	Disrepair	10%
	Under occupied	5%
Medium 20%	Health/Welfare	15%
	NP Homeless	Nil
	Intentionally homeless	Nil
	Family/friends	5%
Low 5%	Employed	5%
	Not employed	Nil

- Properties will be advertised on PPP and allocations governed strictly by LMH's own allocations scheme. The agreed % targets specified by LMH and LCC will assist the local circumstances and needs which LMH are looking to address by this local lettings plan.
- 50% of properties will be targeted towards those applicants in full time employment or education or training (where they can demonstrate they have sufficient finance to pay the rent)
- Priority will be given to those applicants who can demonstrate full occupation of the property
- 10% of the properties will be targeted to BME applicants (this will assist LMH in working towards its committed target of BME applicants) and will help to redress some of the imbalances that currently exist.

In the event there is insufficient demand:

Applications from residents in the priority bands, who can provide 1 good reference, will also be considered.

All applicants will be advised in writing of any decision not to accept them as a tenant and of the facility to appeal if they are not happy with the decision

Consultation

In developing this policy, we have consulted with the local Tenants and Residents Association, Community Groups, Ward Councillors, Liverpool City Council, and they will continue to be involved in the ongoing monitoring and review.

- Broad Lane is an agenda item at all Ellergreen Liaison meetings for which LMH officers provide updates on the current development. It is attended by LCC. Elected members, RSL's, partners / developers and local community activists who as a body are the agencies working to the master planning of this area.
- On 4 March 2011 LMH held a full day Broad Lane Development consultation event inviting all partners, elected members and local residents to highlight what had been agreed, what would now be happening, a specification of works and timetable.
- An impact day on the 16 August 2011 was also used to help involve local residents and promote the development proposals along with and introduce prospective contractors who would be working on this scheme.
- A leaflet was delivered to all local residents on 20 January 2012 advising of LMH's proposals and inviting comments.
- Pre Advertisements about the development will be posted at all LMH reception areas and website to promote the Broad Lane scheme and invite interest from residents who currently have registered applications and can demonstrate housing need.

Managing the Policy

All new tenants will be visited within 4 weeks of their tenancy date to complete the settling in visit. All tenants will receive further home visits by LMH staff after 3, 6 and 9 months to determine their suitability to continue with the tenancy. The following will be discussed:

- any issues raised by the tenant and/or any support needs;



- any tenancy matters including the rent account, any complaints/ASB, property damage;
- collate and discuss energy data with tenants in line with the proposed LMH 'energy fantasy league' pilot.

Intended Outcomes

It is intended that by implementing changes to the way allocations are carried out and to allow a change of tenure within the area, the aims of the policy will be met and this will help us to:

- create a more balanced and sustainable community;
- repopulate a significant number of properties which remained empty and derelict for nearly a decade and in turn serve to regenerate this area and aid the local economy.

We will monitor and review the policy every six months, using the following as indicators of the success:

- Turnover of voids
- Numbers of offers to let a property
- Average void period
- Rent loss
- Average length of tenancy
- Anti Social Behaviour
- Customer satisfaction survey

Approved

Angela Forshaw
(Director of Housing and Customer Services)

(Date)

Reviewed

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(Director of Housing and Customer Services)

.....
(Date)

Broad Lane
Good Neighbour Agreement

Aims

Residents on the Broad Lane Estate believe that everyone has a right to live in a clean, tidy and peaceful environment.

This agreement sets out what residents and LMH as the landlord are committed to do to make this happen.

We are all different and need to be tolerant of each others' lifestyles. This agreement aims to provide a set of common principles and standards that we can all meet, in order to achieve a neighbourhood where

- we are happy to live and get along with our neighbours
- we respect each other
- we are given support and good services from our landlord and other partner agencies working in the area

Purpose

By signing this agreement, residents, LMH and partner agencies are committing to the well-being of the estate and understand that a 'Good Neighbour' approach and tolerant attitude is needed from everyone.

We will make a united stand against anyone who does not respect their neighbours, their environment, their homes or the law. This community will succeed if we all work together.

LMH and partner agencies are committed to working with any newly created association borne out from the Broad Lane Development and also the 'Winskill Tenants and Residents' association which represents the wider community outside of LMH stock

- Preventing problems happening in the first place;
- Stating what is and is not reasonable behaviour to anyone who wants to move to the estate;
- Not tolerating crime, nuisance, harassment, or anti social behaviour
- Supporting residents and witnesses who work with us to tackle and prevent nuisance and harassment;
- Taking all complaints of anti social behaviour seriously and dealing with them sensitively, appropriately and as confidentially as possible;
- Helping and encouraging you, as residents, to sort out problems between yourselves;

Broad Lane Good Neighbour Agreement

- Working closely with other agencies to deal with the whole of the problem;
- Making empty properties safe and secure as quickly as possible and acting promptly when residents report properties empty ;
- Not tolerating wilful damage, neglect or vandalism anywhere on the estate;
- Making sure every resident enjoys the right to peaceful enjoyment of their home;
- Using all the legal tools and powers we have to tackle nuisance and anti-social behaviour.

As a resident of Broad Lane I agree that looking after this estate is not just the landlord's responsibility; what I do is also vital.
I want to live in an area which is clean, tidy and safe, and where neighbours treat each other well.

As a resident of Broad Lane I am committed to:

- Respect other people whatever their age, background or lifestyle and being considerate about how my lifestyle may affect others, within my home and the local community;
- Showing tolerance and reasonableness before complaining; and talking to my neighbour to resolve issues in the first place
- Not break the tenancy conditions or the law;
- Letting children play. If children harass or disturb others then complaints are justified and parents must be reasonable in their response;
- Not dropping litter or dumping rubbish and will make sure that my rubbish is properly bagged and put out for collection on the allocated day;
- Not allowing damage to the property of other residents, or areas of this estate, including graffiti;
- Not playing loud music late at night, or at other times to the annoyance of my neighbours or other residents;
- Reporting incidents of nuisance or crime;
- Watching out for other people and their property and keeping a look out generally to help make this estate a safe place to live;
- Making sure that the front of my home and communal areas are kept clean and tidy so that visitors to the estate can see that we care about where we live;
- Keeping my dog/pets under control at all times. I will clean up after my dog/pets and will not let it bark/make noise to the annoyance of other residents.



**Broad Lane
Good Neighbour Agreement**

By signing this agreement, I accept responsibility for myself, visitors to my property and any other household members.

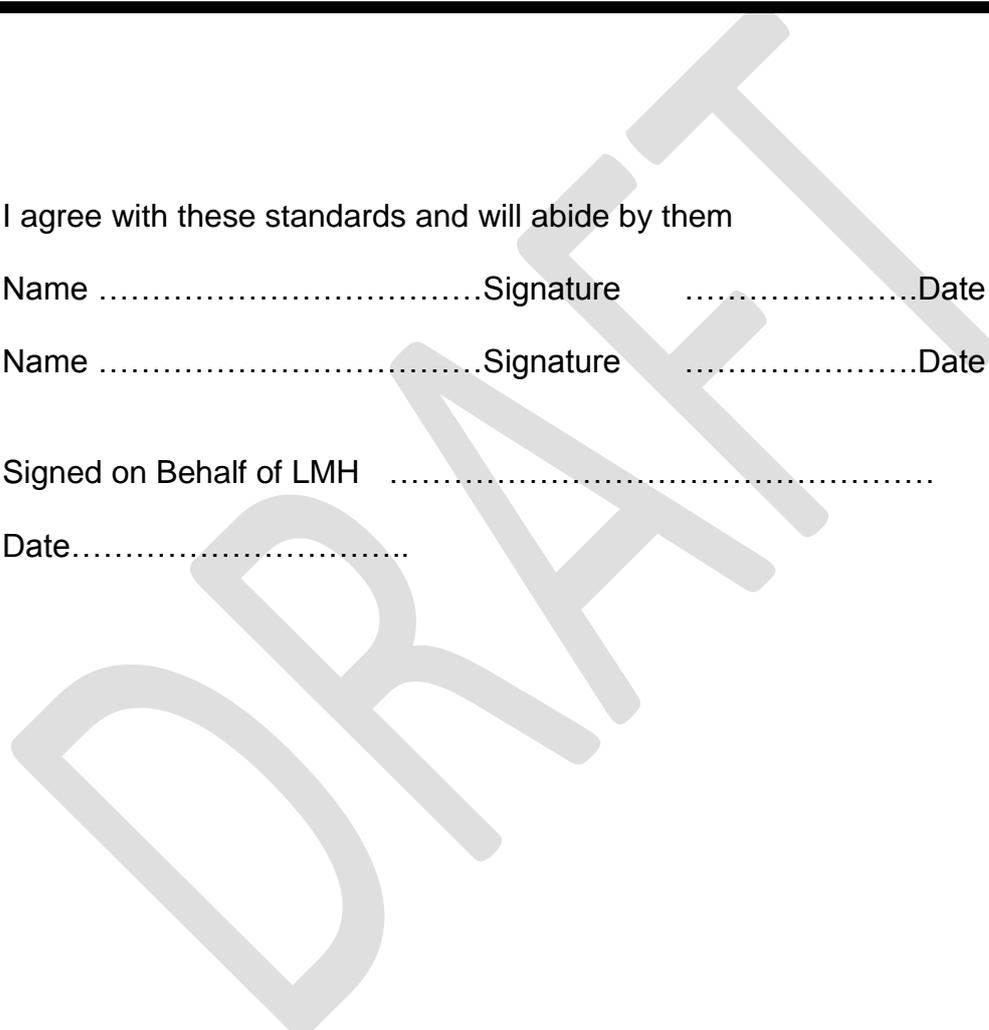
I agree with these standards and will abide by them

NameSignatureDate

NameSignatureDate

Signed on Behalf of LMH

Date.....



Appendix B

Extract from the Ward Profile for Norris Green (produced by Liverpool City Council (Autumn 2011))

Population

- Norris Green's population has declined by 12.1% (nearly 2,200 people) since 2002. This was the greatest decline of all wards and is in large part due to the redevelopment of the Boot Estate. In the long term, the rate of population decline might slow down.
- This ward has a higher proportion of young people (20.7%) than Liverpool generally and a lower proportion of working age adults (65.4%)
- The male population (48.3%) is slightly lower than the City average of 49.2% while the female population (51.7%) is slightly higher than the City average of 50.8%;
- The proportion of White British households (97%) is higher than the City average of 91.8% while the proportion of BME residents 3%, which is substantially lower than the City average of 8.2%;

Deprivation

- Norris Green shows an extremely high level of overall deprivation with 94.7% of the ward falling into the most deprived 10% nationally. This is almost twice the City average of 49.6%;
- Two thirds of the ward (66%) is in the most deprived 5% of all areas nationally – also nearly twice the Liverpool average;
- Over a fifth of the ward (22.2% or roughly 3,400 residents) falls in the most deprived 1% of neighbourhoods nationally; and
- Since 2007, Norris Green has seen a shift in its neighbourhoods out of the worst 1% and in particular the worst 5% nationally. However, almost most of the area remains in the worst 10% nationally.

Household Income

- The average household income for this ward is £22,502. This is the 5th lowest ward rate in the City and considerably below the Liverpool average of £29,285. Most significantly, this has decreased from £24,047 in 2009, a reduction of £1,600, reflecting increasing unemployment levels in the ward during the recession.

Child Poverty

- In Norris Green more than four fifths (45.9%) of all children are classed as living in poverty (1,905 children). This is significantly higher than the Liverpool average of 34.4% and more than twice the national average of 21.3%;

- In large parts of the ward, particularly in the east of the ward, up to three fifths of children are classed as living in poverty; and
- The proportion of the wards children living in poverty has decreased since 2006 from 47.2% to 45.9%.

Housing

- This ward contains 6,634 residential properties which represents 3.1% of the City's total housing stock;
- Just under half of these properties (47.9%) are privately owned or rented which is much lower than the City average of 72.5%;
- The ward contains 3,451 HA properties which is 53% of the ward total and significantly above the City average of 26.8%;
- Only 1.1% of all long term vacant dwellings are located within this ward
- Nine out of ten properties (90.3%) fall into Council Tax Band "A". This is significantly higher than the City average (61%). Only 18 properties (20.3%) are in Band "C+" compared with the City average of 22.2%;
- Average house prices are significantly lower than the City average. At £79,529, the average price of a semi-detached house is less than half the Liverpool figure; and
- Norris Green accounted for only 1.5% of property sales across the City in 2010/11, but contains 3.1% of the City's housing stock. The relatively low level of sales reflects the ward's large social housing stock.

Crime

- At 79.4 crimes per 1,000 population, overall crime levels are substantially lower in Norris Green than the City average (104.4 per 1,000 people);
- The ward has the second lowest domestic burglary rate of all Liverpool, wards (8.2 burglaries per 1,000 households compared with a City average of 16.5 per 1,000 households);
- There were 198 fewer crimes in Norris Green in 2010/11 than there were in the previous year. This 13.8% decrease in all crimes in the ward is higher than the City average rate of decrease (5.1%);
- The level of domestic burglaries in the ward fell by almost two thirds (62.8%), while the number of violent incidents also fell by a fifth (21.9%) – or, 54 fewer incidents; and
- There were 413 fewer incidents of ASB in the ward in 2010/11 than there were in the previous year. This is a decrease of almost a third (30.8%), which is substantially higher than the City decrease, reflecting the efforts of local initiatives to tackle this issue.

Unemployment

- Worklessness and benefit levels are a key issue for the ward. The current workless rate in Norris Green is 27.8% (2,934 people) which is

higher than the Liverpool average of 21.8% and more than twice the national rate of 12.3%. In some areas in Norris Green, nearly two fifths of all working age adults are workless;

- There are 1,514 claimants of Employment Support Allowance/Incapacity Benefit (EAS/IB) within the ward. The ESA/IB claimant rate is 14.3% in Norris Green, which is higher than the Liverpool average of 11.8% and indicates the need for actions which improve health and employability in the ward;
- The area also has a higher proportion of its workless population who are lone parents (4.4% of all working age people), a significant issue affecting child and family poverty levels in the area;
- In September 2011, the JSA claimant rate in Norris Green was 9%. This is above the City average of 7% and more than double the national rate (3.9%); and
- In the past 12 months, the JSA claimant rate has increased from 8.2% to the current rate of 9%.

Health

- The standardised mortality ratio is significantly higher than both the national and City averages;
- Mortality rates are particularly high in the ward for Bronchitis, and Emphysema, at four times higher than the national average. Coronary Heart Disease, Circulatory Disease and cancer rates in the ward are also twice the national average;
- While mortality rates are generally lower for males than females when compared to the national average, a notable exception is the wards high female Lung Cancer rate which is three times the national average;
- Obesity is a key health issue in the ward. Almost a quarter (23.3%) of all residents are classed as obese. This is the second highest rate of all Liverpool wards and one and a half times the national rate;
- Male and female life expectancy are slightly lower than the Liverpool average and significantly lower than the national rates; and
- Males can expect to live 4.9 years less than the England average, while females can expect to live 4.1 years less than the national rate.

Education

- In 2010, 79.9% of pupils resident in Norris Green achieved 5+ GCSE's A* - C in all subjects, which is just below the Liverpool average (81.8%). Attainment has improved by 33.2% between 2006 and 2010, which is above the city average of 24.6%;
- Of the six schools where pupils may be attending in the area, only two of them have achievement rates above the city average including Maths and English;
- Overall absenteeism of pupils is below the city average of in three of the local schools; and

- Persistent absence rates are above the average in two of the local schools.

Extract from the Ward Profile for Clubmoor (produced by Liverpool City Council (Autumn 2011))

Population

- Clubmoor's population has declined slightly by 0.2% since 2002. Overall, Liverpool's population has increased by 0.2% over the same period.
- The recent trend is more encouraging. Clubmoor's population is estimated to have increased by 0.4% (63 people) between 2008 and 2009;
- Clubmoor has higher proportions of 0-15 year olds (18.9%) and older people (16.8%) than the City averages and a lower proportion of working age residents (64.3%);
- 51.7% of the population are female compared to a city wide figure of 50.8%. This factor is relevant to addressing income, worklessness and health issues;
- Based upon the 2001 Census, the proportion of BME residents in the ward is 2.5.5 which is the lowest rate for any ward in the city.

Deprivation

- Clubmoor shows a high level of overall deprivation with almost all (96.2%) of the ward falling into the most deprived 10% nationally. This is significantly higher than the City average of 49.6% and means that over 15,000 residents live in some of the most deprived areas of England;
- Two thirds of the ward (65.5%) is in the most deprived 5% of all areas nationally which is substantially higher than the City average;
- 6.5% of the ward is in the most deprived 1% of areas nationally; and
- Since 2007, the proportion of neighbourhoods in the most deprived 1% has remained the same. However, there has been a slight improvement in the form of a shift in the ward's neighbourhoods out of the worst 5% nationally into the most deprived 10% banding.

Household Income

- The average household income for this ward is £22,871 which is considerably below the Liverpool average of £29,285. Most significantly, this has decreased by 6.6% from £24,495 in 2009;
- The range of household income found in this ward is between £15,000 and £29,299.

Child Poverty

- Over two fifths (43.1%) of all children are classed as living in poverty (1,720 children). This is significantly higher than the Liverpool average of 34.4% and more than twice the national average of 21.3%;
- In some parts of the ward, up to three fifths of children are classed as living in poverty; and
- The proportion of the wards children living in poverty has increased since 2006 rising from 42.2% to 43.1%.

Housing

- This ward contains 6,893 residential properties which represents 3.2% of the City's total housing stock;
- Over half of these properties (56.1%) are either owner occupied or privately rented which is lower than the City average of 72.5%;
- The ward contains 3,025 HA properties which is 43.9% of the ward total and significantly above the City average of 26.8%;
- Only 1.3% of all long term vacant dwellings are located within this ward
- Nearly nine out of ten properties (86.8%) fall into Council Tax Band "A". This is significantly higher than the City average (61%). Only 79 properties (1.1%) are in Band "C+" compared with the city wide average of 22.2%;
- Average house prices are significantly lower than the City average; and
- Clubmoor accounted for only 1.8% of property sales across the City in 2010/11, but contains 3.2% of the City's housing stock. The relatively low level of sales reflects the wards large social housing stock.

Crime

- At 99.5 crimes per 1,000 population, overall crime levels are lower in Clubmoor than the City average (104.4 per 1,000 people);
- ASB rates are significantly higher than the City average (75.7 incidents per 1,000 population compared with a Liverpool rate of 55.3 per 1,000);
- Domestic burglary rates are also higher than the Liverpool average (21.2 burglaries per 1,000 households compared with a City average of 16.5 per 1,000 households);
- There were 190 fewer crimes in 2010/11 than there were in the previous year. This 10.8% decrease in all crimes in the ward is twice the City average rate of decrease;

Unemployment

- Worklessness and benefit levels are a key issue for the ward. The current workless rate is 28.7% (2,875 people) which is higher than the Liverpool average of 21.8% and more than twice the national rate of 12.3%. In some areas, two fifths of all working age adults are workless;

- There are 1,584 claimants of Employment Support Allowance/Incapacity Benefit (EAS/IB) within the ward. The ESA/IB claimant rate is 15.8%, which is higher than the Liverpool Average of 11.8% and indicates the need for actions which improve health and employability in the ward;
- The area also has a higher proportion of its workless population who are lone parents (4% of all working age people), a significant issue affecting child and family poverty levels in the area;
- In September 2011, the JSA claimant rate was 8.1%. This is above the City average of 7% and more than double the national rate (3.9%); and
- In the past 12 months, the JSA claimant rate has increased from 7.6% to the current rate of 8.1%.

Health

- The standardised mortality ratio is significantly higher than both the national and City averages;
- Mortality rates are particularly high in the ward for Bronchitis, and Emphysema, at four times higher than the national average. Lung Cancer rates in the ward are also high, with the female rate more than twice the England rate;
- Obesity is a key health issue in the ward. Almost a quarter (23.8%) of all residents are classed as obese. This is the highest rate of all Liverpool wards and one and a half times the national rate;
- Male life expectancy is 74 years – similar to the Liverpool average and female life expectancy is 77.4 years which is below the Liverpool average; and
- Males can expect to live 3.9 years less than the England average, while females can expect to live 4.6 years less than the national rate.

Education

- In 2010, 81.4% of pupils resident in the ward achieved 5+ GCSE's A* - C in all subjects, which is in line with the Liverpool average (81.8%). Attainment has improved by 29.9% between 2006 and 2010, which is above the City average of 24.6%;
- Of the three schools where pupils may be attending in the area, only one of them have achievement rates above the City average including Maths and English;
- Overall absenteeism of pupils is below the City average of in one of the local schools and slightly above the City average in two schools ; and
- Persistent absence rates are below the average in two of the local schools and slightly above in one school.