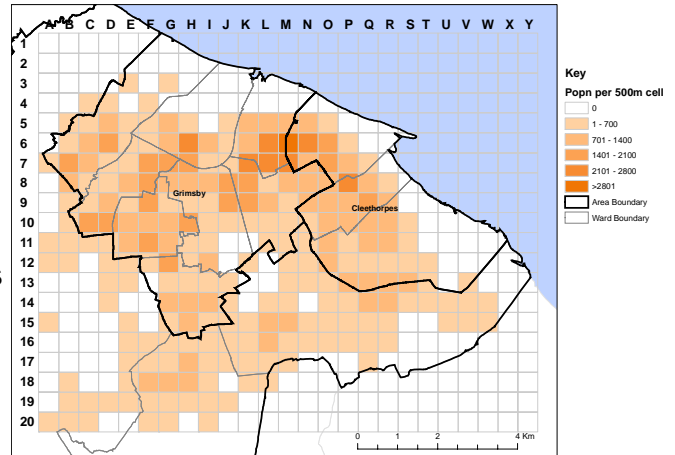




North East Lincolnshire community profiling : population count and analysis

Aims

The aim of the project, undertaken for Capita on behalf of North East Lincolnshire Council (NELincs), was to provide an assessment of the current resident population and also community profiling, thus providing the main information source for customer segmentation to which the Customer Access Strategy and subsequent Customer Service Model would be defined. This phase of the project provided a confirmed resident population for NELincs and provided a selection of population analyses by age, gender, housing tenure, benefit status and geographical area .



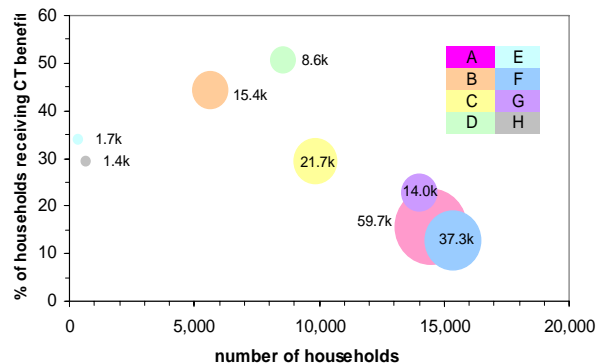
Cell-based population map of the most heavily populated areas of NELincs

What we did

After agreeing data sharing protocols with both NELincs and the local PCT we joined up data at an individual and household level from eight existing local administrative databases to form a single anonymised, up to date, accurate , and geo-referenced database of the total resident population of NELincs.

Outputs

The total confirmed population of NELincs as at 31st March 2007 was found to be 159,910, just over 2,000 (1.5%) more than that given by the ONS mid-year estimates. The greatest deprivation was found to be concentrated in Grimsby and Immingham, and varied slightly by age group but was particularly concentrated in social housing. We sub-divided households into eight mutually exclusive categories defined by the occupants. These were A - family households with children, B - single adult households with children, C - older cohabiting adults, D - older person living alone, E- three generational households, F- cohabiting adults no children, G - single adult households and H- other. A large selection of maps, tables and figures were provided illustrating the population make-up of NELincs including the figure shown here giving the percentage of different types of household entitled to Council Tax Benefit versus the number of households by type and population size.



Percentage of households entitled to Council Tax Benefit versus number of households by type and size

Tailoring services to local needs