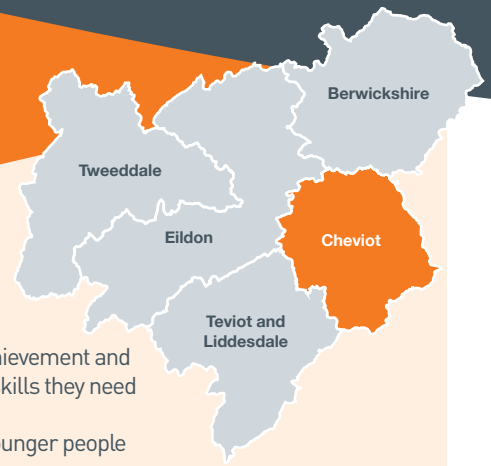


CHEVIOT AREA PROFILE 2017



TOP 5 ISSUES FOR THE PEOPLE OF CHEVIOT ARE:

- Growing the economy of the Borders, and supporting retailers and businesses
- Providing high quality care for older people
- Tackling poverty and inequality
- Raising education attainment and achievement and helping people of all ages obtain the skills they need for learning, life and work
- Providing activities and facilities for younger people

(SBHS2015)

POPULATION ESTIMATES AND PROJECTIONS

National Records of Scotland (NRS) estimates the population of **Cheviot** to be

19,514 population
(17.1% of the Scottish Borders) (SB)

15.3% aged 0-15
(SB = 16.6%; SCOT = 17.0%)

57.8% aged 16-64
(SB = 59.9%; SCOT = 64.7%)

25.9% aged 65+
(SB = 23.5%; SCOT = 18.3%)



(NRS 2015)

44.6% of people live in a rural area compared to (Scottish Borders = 47.4%) and (Scotland = 17.7%) (SCOT)

Larger settlements in Cheviot:

6,884
Kelso

3,929
Jedburgh

1,447
St Boswells

602
Yetholm



(NRS 2015)

The NRS projects that the population of **Cheviot** will **increase by 5%** between 2015 and 2026.

There is variation by age group:

+5% all ages
(SB = +1%; SCOT = +4%)

+10% aged 0-15
(SB = 0%; SCOT = +6%)

-5% aged 16-64
(SB = -8%; SCOT = -1%)

+25% aged 65+
(SB = +25%; SCOT = +22%)

(NRS 2012 based)

EDUCATION - CURRICULUM FOR EXCELLENCE (CFE)

% pupils attaining **literacy and numeracy** by the end of education stage (2016)

EDUCATION STAGE	CHEVIOT	SB / SCOT
P1 (Early Level)	91%	85% / 82%
P4 (Level 1)	81%	77% / 75%
P7 (Level 2)	74%	75% / 71%

(Seemis)

% attaining AT LEAST **Level 3 literacy and numeracy** by the End of S3 (2016)

SCHOOL	%
Jedburgh Grammar School	99%
Kelso High School	97%
Scottish Borders Average	95%
Scotland Average	86%

(Seemis)

% of school leavers in a **positive destination** (2015/16)

SCHOOL	%
Jedburgh Grammar School	95.2%
Kelso High School	94.9%
Scottish Borders Average	94.2%
Scotland Average	93.3%

(Insight tool)

INCOME AND POVERTY¹

% of **Children in Low Income Families** (2014) (SCOT = 18.4%)

BY DATA ZONE	CHEVIOT	SB
Average	15.1%	14.0%
Lowest level	4.5%	0.0%
Highest level	30.7%	42.9%

(HMRC)

% of pupils receiving **Free School Meals** (2016)

BY SCHOOL	CHEVIOT	SB
Average	9%	11%
Lowest level	2%	0%
Highest level	18%	32%

(Seemis)

% of pupils receiving **Clothing Grant** (2016)

BY SCHOOL	CHEVIOT	SB
Average	13%	14%
Lowest level	7%	0%
Highest level	20%	47%

(Insight tool)

% of **households under 60% of median gross income** (2014) (SCOT = 15%)

BY DATA ZONE	CHEVIOT	SB
Average	16.1%	16.0%
Lowest level	11.9%	8.1%
Highest level	19.1%	26.1%

(SG-SIMD)

Average (mean) Gross Household Income per week (2014) (SCOT = £684)

BY DATA ZONE	CHEVIOT	SB
Average	£621	£640
Lowest level	£500	£449
Highest level	£750	£1,019

(DWP May 2015)

On average **9.1%** of people are **income deprived** compared to 9.7% for the Scottish Borders and 12.5% for Scotland, however within Cheviot there are areas where **19.0%** are income deprived.

4.1% people aged 60+ claiming **pension credits** compared to 4.5% for the Scottish Borders and 6.2% for Scotland.

¹Additional information about Population and Scottish Index of Multiple Deprivation 2016 can be found on Ward Profiles through the Ward Overviews:
https://www.scotborders.gov.uk/downloads/download/727/ward_overviews

ECONOMY AND DIGITAL CONNECTIVITY

RETAIL VACANCY RATE 2016

7% Kelso **15%** Jedburgh **0%** change St Boswells
(SB = 11%)



(SBC-PR)

CLAIMANT COUNT²

1.5% Jedburgh and District
1.7% Kelso and District
(SB = 1.8%) (SCOT = 2.4%)

(ONS- May 2017)

BROADBAND

% of premises unable to receive 2Mbit/s Broadband (2016)

BY DATA ZONE	CHEVIOT	SB
Average	5.3%	4.2%
Lowest level	0.0%	0.0%
Highest level	37.7%	37.7%

(OfCom)

16.0% do not use **internet** or **email**
(SB = 14.9%)

(SBHS2015)

TOWN CENTRE FOOTFALL 2012-2016

up **22%** Kelso down **20%** Jedburgh
(SB = down 6%)

(SBC-PR)

% of people who are in Employment Deprivation (2016) (SCOT=10.9%)

BY DATA ZONE	CHEVIOT	SB
Average	7.9%	8.7%
Lowest level	3.0%	1.0%
Highest level	17.0%	26.0%

(SG-SIMD)

HEALTH AND WELLBEING

20.4% of mothers smoke during pregnancy
(SB = 22.8%; SCOT = 18.4%)

1.2% of babies have low birth weight
(SB = 1.6%; SCOT = 1.9%)

31.2% of babies exclusively breastfed at 6-8 weeks
(SB = 33.6%; SCOT = 27.5%)

79.7% P1 pupils with "no obvious dental decay"
(SB = 76.5%; SCOT = 69.9%)

84.4% P7 pupils with "no obvious dental decay"
(SB = 82.8%; SCOT = 67.9%)

8.7% P1 pupils classed as "obese"
(SB = 9.3%; SCOT = 9.9%)

(ScotPHO)

HEALTH

Similar rate of hospitalisations for **coronary heart disease** compared to the Scottish Borders and Scotland.

Fewer early deaths from **coronary heart disease** compared to the Scottish Borders and Scotland.

Fewer emergency admissions compared to the Scottish Borders; but more compared to Scotland.

Lower rate of **multiple emergency hospitalisations for patients (65+)** compared to the Scottish Borders and Scotland.



(ScotPHO)

WELLBEING

5.1% feel lonely or isolated
(SB = 6.1%)

32.9% adults exercise daily
(SB = 29.0%)

LIFE EXPECTANCY IN CHEVIOT

79.5 yrs men
(Range 77.0 to 82.0)
(SB = 78.7yrs; SCOT = 76.6 yrs)

83.6 yrs women
(Range 81.4 to 85.8)
(SB = 82.0 yrs; SCOT = 80.8 yrs)

(ScotPHO)



NEIGHBOURHOOD AND COMMUNITY

SIMD Crimes per 10,000 people³ (SCOT=312)

BY DATA ZONE	CHEVIOT	SB
Average	136	180
Lowest level	0	0
Highest level	346	1123

(SG-SIMD)

"Unwanted callers at the door" a more common neighbourhood problem in **Cheviot** compared to the Scottish Borders



(SBHS2015)

37% of the people in **Cheviot** live within the 10% most **Access Deprived** in all of Scotland
(SB = 27%)

(SBSA2016)

Fewer road traffic accident casualties compared to Scottish Borders but more compared to Scotland.

(ScotPHO)

18.9% people had **witnessed or experienced antisocial behaviour**
(SB = 20.8%)

(SBHS2015)

16.4% report **public transport** as an **accessibility issue**
(SB = 16.6%)

(SBSA2016)

11.0% say there are **areas** where **they feel unsafe**
(SB = 12.5%)



(SBHS2015)

27.6% involved in **voluntary work**
(SB = 27.4%)

(SBHS2015)

36.2% report using **local bus service**
(SB = 42.5%)

(SBSA2016)

9 **culture and sport facilities** operated by the public sector
(SB = 69)



(SBSA2016)

KEY: ■ Better than SB and SCOT; ■ In between SB and SCOT; ■ Worse than SB and SCOT

² Claimant count = Job Seekers Allowance and unemployment related Universal Credit.

³ Recorded crimes of violence, sexual offences, domestic housebreaking, vandalism, drugs offences, and common assault per 10,000 people