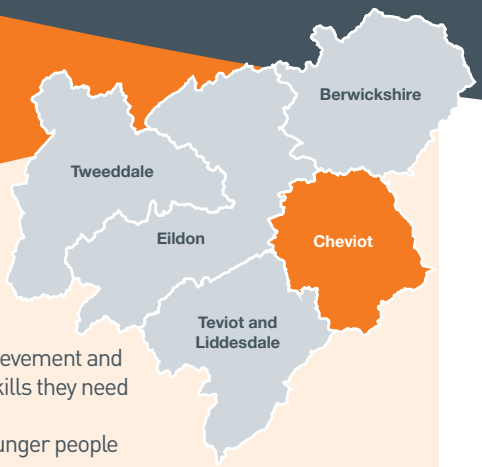
CHEVIOT
AREA PROFILE 2017



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
1,447 St Boswells
3,929 Jedburgh
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 POVERTY[1]

% 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%

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

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.

(SG-SIMD)

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

(DWP May 2015)

[1] Additional 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

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ECONOMY AND DIGITAL CONNECTIVITY

RETAIL VACANCY RATE 2016

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

(SBC-PR)

CLAIMANT COUNT[2]

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)

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)

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

(SBHS2015)

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 people[3] (SCOT=312)

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

(SG-SIMD)

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

(ScotPHO)

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

(SBHS2015)

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

(SBHS2015)

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

(SBHS2015)

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

(SBHS2015)

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

(SBSA2016)

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

(SBSA2016)

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

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