



2011 Census Key Messages Stratford-on-Avon District

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Background

Run by the Office for National Statistics (ONS), the Census is conducted every 10 years and is a count of all people and households in the UK.

The Census questionnaire asks about a range of topics which in turn provides the council and others with a valuable insight into local populations; who we are, how we live and what we do. This information will help the council and other agencies identify need and plan future service delivery.

Keep up to date

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Access to Census Material

More than any other census, there is greater opportunity to access 2011 Census data on a self-service basis, free of charge, from the [ONS](http://www.ons.gov.uk) and [Nomis](http://www.nomis.gov.uk) websites.

Warwickshire Observatory is working to ensure the council derives as much value as possible from the available data. Our role is identifying key messages from the material and providing data and information in more easily accessible formats.

Our [Area Profiling Tool](#) enables users to create area based census profiles (Including Warwickshire Wards, Localities, Parishes, Lower Super Output Areas) covering a range of census data.

Selected datasets are published on the Observatory's website as they become available.

We welcome any comments from colleagues using census data at research@warwickshire.gov.uk.

Introduction

What the 2011 Census can tell us

The following paper identifies some of the key messages for Stratford-on-Avon District from the 2011 Census. It also considers the possible implications of these emerging trends for public services and local residents.

The Census makes a major contribution to our knowledge about communities in Stratford-on-Avon District; their changing age structure, ethnic make-up, work and travel patterns, education and health status etc. In turn, this information provides an important early indication of issues which may emerge in the future.

What the 2011 Census doesn't tell us

Numbers alone will not provide the full story of change in Stratford-on-Avon District. Predicting the impact of changing populations needs to be further enhanced with information about people's likely attitudes, values, behaviours and other circumstances. These additional factors are likely to impact on the changing numbers; for example, the impact of being an unpaid carer will vary depending on things like economic circumstances and additional support networks. Similarly, the impact of more young families in the county will be different if this is combined with higher levels of deprivation among them. In short, there is a need to draw together data which combines changing numbers but also changing characteristics, preferences and household types to get a fuller, and richer, understanding of likely future issues.

Population Change

A growing older population but a static population of young people

- Overall, Stratford-on-Avon District's population grew by 8.1% to 120,485 residents- this is slightly higher than the county and national trend.
- Different age groups have experienced varying degrees of growth. Numbers of 0-4 year olds and 5-15 year olds remain largely static when compared to 2001. The working age population in the district has increased in absolute terms but proportionally has declined by 2.6 percentage points.
- The biggest increases in population have been seen in the older age groups. The numbers of 65-84 year olds increased by 31% over the last ten years while those aged 85+ increased by 38%. The latter is roughly in line with the county average rate of increase but for 65-84 year olds Stratford-on-Avon District is higher.

Local variations:

While just 5% of the resident population of the District is aged 0-4 years this rises to 10% of the resident population of the LSOA* of Bridgetown South East.

Implications for Stratford-on-Avon District

- The growing and ageing population has been highlighted in previous Observatory [publications](#) and is likely to continue to influence and shape the future provision of services. However, the exact nature of the impact is difficult to predict. Across the public sector, the proportion of customers from older age groups will rise as the population ages. While there may be increased costs in some service areas, there are also likely to be economic and social opportunities created in others.
- The largely static numbers of young people (5-15 years) and pre-school age children (0-4 years) means that demand for services for this age group will remain largely stable district wide unless there are substantial changes in the types of families in the area, for examples more families in need. However, local variations may create pockets of localised demand.
- More broadly, these changing demographics throughout the district highlight the increasing need to better understand customers across the public sector – to understand their characteristics, preferences and likely service needs. By utilising more detailed 2011 Census data as it emerges along with other data sources and tools to profile the district's population, the more effective future service planning will be.

*Lower Super Output Areas (LSOAs) were designed by the Office for National Statistics for the reporting of small areas statistics . LSOAs typically contain below 1200 households.

Household growth

Household growth rates are in line with county averages with increasing numbers of one person households

- The number of households in Stratford-on-Avon District has grown by 10% since 2001 – an increase of some 4,726 households. This is broadly in line with county trends.
- The number of one person households has risen by 15.6% between 2001-2011.
- Of all new households in the last 10 years, 42% were single occupancy. This is in line with the county picture.
- One person households now account for 28.5% of all households, half of which were where the resident is over 65 years.
- The number of lone parent households has risen by 39% in the last 10 years but still only account for 4.9% of all households.
- The number of households where no adults are in employment remains virtually the same as in 2001 at 930 households.

Implications for Stratford-on-Avon District

- Household growth will generally place a range of localised infrastructure, service and environmental pressures on the district. The trend towards higher numbers of one person households, including more 65+ lone households, carries with it a number of implications for the demand for appropriate housing and the delivery of a range of services.
- An awareness of Stratford-on-Avon District's growing and changing household composition will enable services to better meet the needs of residents across the district. Additional 2011 Census data expected to be released later in 2013 will help to provide a more detailed picture of household change around the district.

Local variations:

Some areas within Stratford-on-Avon District have proportionally higher numbers of one person households. In some LSOAs in the town centre, as well as Wooton Wawen, a quarter or more of households are occupied by one person over the age of 65.

Health and Care

Higher than average levels of 'good' health but more carers caring for longer

- The 2011 Census asked residents to rate their own health on a scale of 'very good' to 'very bad'. In Stratford-on-Avon District 83% of residents described their health as 'good' or 'very good' – in line with county and national trends.
- Similarly, residents were asked to rate the degree to which their daily activities are limited by health and/or disability. At 7.1% of residents, Stratford-on-Avon District records proportionately fewer people whose activities are 'limited a lot' compared with the county and national average of 7.7% and 8.5% respectively.
- There is a one percentage point increase in the number of people providing unpaid care compared with 10 years ago and the absolute number of people providing care has increased by 18% to 13,651 carers. This is a rate of increase above the county average of 11%.
- Moreover, carers appear to be providing more care based on the number of hours per week with the highest levels of growth in those caring for 50+ hours per week. The number of people providing unpaid care for 50+ hours per week has increased by almost 50%. Almost 20% of carers or 2,553 people are caring for more than 50 hours per week.

Implications for Stratford-on-Avon District

- Stratford-on-Avon District generally performs better than the county average against a range of health indicators. These variations in performance around the county are [widely documented](#). However, small areas within the district are likely to show higher levels of need and demand for health improvement, care and support services.
- As the population grows and ages the role of unpaid carers is likely to continue to grow with implications for the support and needs of carers generally. Given that the district already contains a higher than county average proportion of older people this is likely to impact Stratford-on-Avon District more markedly than elsewhere in the county.
- There is evidence to suggest that the hours of care provided each week by carers has an impact on their own health and wellbeing. As the 2011 Census has shown that the number of hours carers care for each week has grown there will be a need to ensure services reach out to those providing 50 hours or more care a week, as they are at greater risk of their own health and well being deteriorating.
- Further 2011 Census releases will provide an opportunity to find out more about carers in Stratford-on-Avon District including their age and ethnic background. In turn, this can inform service development to better meet the needs of this population.

Local variations:

The proportion of residents who record that their day to day activities are 'limited a lot' by health and/or disability is as high as 11% in some LSOAs in Stratford-on-Avon District.

Ethnicity, Country of Birth, Religion and Language

A population changing slightly but remaining less diverse than elsewhere in the county

- The 'White British' group accounted for 93.6% of the population in 2011, a fall from 96% in 2001.
- Stratford-on-Avon District's next largest ethnic group is the 'Other White' category at 2.9% of the population followed by the 'White Irish' community who make up 0.7% of the population and the 'Indian' community at 0.5% of the population.
- People identifying as 'Other White' experienced a 70% increase since 2001 from 2,036 to 3,464 people and includes people with Poland as their country of birth.
- Although the 'White Irish' community is the district's second largest ethnic group, they have experienced a decrease in absolute numbers over the last 10 years.
- Other ethnic groups experienced increases in numbers albeit from small baselines. The number of people who identified as 'Indian' doubled to 564 people while the number of people identifying themselves as 'Mixed White and Black' and 'Mixed White and Asian' more than doubled to 448 and 417 people respectively.

More non-UK born residents but still below the national trend

- In 2011, 6.2% of Stratford-on-Avon District's residents were born outside of the UK compared with 4.6% in 2001. The most recent figure is well below the national average of 13.4% and the county average of 8.3%.
- Of those born overseas, almost 46% arrived in the last 10 years – again falling slightly behind the national and county trend indicating that Stratford-on-Avon District has experienced less in-migration from non-UK born residents than some other parts of the county.

Main languages spoken in Stratford-on-Avon District

- After English, the second most popular language spoken by residents in the district is Polish. Almost 300 people speak a Chinese language but no other one language exceeds 200 speakers in the district.
- Across the district, 459 residents are recorded as not being able to speak English well or at all.

Local variations:

Residents whose country of birth is Poland increased from 111 residents in 2001 to 1,130 residents in 2011.

Ethnicity, Country of Birth, Religion and Language continued..

The District has seen a decline in Christian religious affiliations and an increase in those stating they have “no religion”

- The proportion of people stating that their religion was Christian decreased by almost 11 percentage points from 2001 to 2011 to 70.3% of the population. This is slightly below the trend experienced countywide and nationally
- The size of the group stating that they had ‘no religious’ affiliation increased by 9.5 percentage points over the last 10 years. Again, this follows the county and national trend where there has been a sizeable shift in the number of people stating this in the 2011 Census.
- The largest religious group after Christian in Stratford-on-Avon District is Buddhist at 0.3% followed by Muslim at 0.2%
- All religious groups (except Christian and Jewish) showed small overall increases in the last 10 years, of less than one percentage point, from small baselines to still relatively small numbers compared with elsewhere in the county.

Local variations:

Stratford District, along with North Warwickshire has the highest proportion of residents recording their religion as ‘Christian’.

Implications for Stratford-on-Avon District

- The population of Stratford-on-Avon District remains, along with North Warwickshire, one of the least diverse in terms of religion and ethnic origin. The extent to which slight changes in the religion, ethnic background or country of birth of the district’s population shift patterns of service demand is a complex one to predict with accuracy. It is worth noting, however, that being part of a minority ethnic or religious group in an area where there is little diversity may present its own challenges in terms of inclusion, access to services and participation in community life generally and therefore is still relevant to service providers and policy makers locally.
- The Public Sector Equality Duty of the Equality Act 2010 places a number of duties on public services to pay due regard to statutory responsibilities relating to equalities. The purpose of the duty is to provide a framework to improve equality performance which is proportionate and evidence led. Knowledge about the changing make-up of the district’s communities from the 2011 Census material will enable Warwickshire County Council and partners to do this.

Housing Tenure

More homes owned outright and more private renting but fewer mortgaged properties

- In Stratford-on-Avon District almost 40% of households are owned outright. This is an increase of 3.9 percentage points on 10 years ago.
- The number of mortgaged properties has fallen by 7.4 percentage points since 2001 to 32.7% of households.
- The number of households privately renting their homes has seen a marked increase (60%) in the last 10 years from 3,673 to 5,885 homes.

Local variations:

Overall rates of private renting are slightly lower than the county average. However, some areas in the district record much higher rates; parts of Stratford Town Centre and areas in Alcester have rates of private renting a quarter to one third of all homes in the area.

Local variations:

Stratford-on-Avon District contains the highest proportion of homes owned outright in the county. The LSOA of Wooton Wawen records the highest rate in Warwickshire with 69% of homes owned outright.

Implications for Stratford-on-Avon District

- Stratford-on-Avon District has broadly followed national trends regarding shifts in the pattern of housing tenure.
- The district's older population combined with low interest rates may also account for the increase in homes which are owned outright as mortgage terms come to a natural end or they choose to pay off mortgages early.
- The decline in mortgaged homes and the increase in privately rented accommodation could be linked to rising house prices and tighter lending requirements over the last ten years particularly as a result of the economic downturn. Issues around rent levels, security of tenure and housing quality have become pertinent for a growing number of households.
- Further information from the 2011 Census will provide more detailed information on characteristics such as the age and ethnicity of those living in owned, mortgaged or rented households. The Observatory will look at these issues in more detail in the 2013 Quality of Life report.

Car Ownership and Travel to Work

Car ownership increases overall

- The last 10 years have seen a 15.2% rise in the number of cars in Stratford-on-Avon District – an additional 10,732 cars since 2001. This is a trend that falls in line with the county as a whole.
- Almost 50% of households in Stratford-on-Avon District had two or more cars in 2011.
- More than one in ten households have 3 or more cars – up 35% since 2001.
- The proportion of households without a car/van has decreased over the last 10 years from 13.6% to 12.8%.

Local variations:

Stratford-on-Avon District has the highest rate of car ownership in the county. Added to this, households in the district tend to have more cars per household than elsewhere in Warwickshire, it has the highest proportions of two and three car households in the county.

Travel to work patterns mostly in line with county trends but lower public transport use

- In 2011, driving to work was by far the most common form of commuting with 67.8%* or 41,227 of the working population aged 16-74 years travelling to work this way. This is higher than the national average of 57.5% but in line with the county average of 68%. Of these, 2,936 people stated in the workplace address question that they worked mainly at or from home.
- A further 2,762 people or 4.5% of the working population recorded travelling as a passenger in a car/van as their main mode of travel to work giving a vehicle occupancy rate** of 1.06 per vehicle. However, passenger rates are slightly lower for Stratford-on-Avon District compared to the county average of 5.8%.
- In 2011, 3.8% of the working population used public transport to get to work; considerably lower than the national average of 16.4% and lower than the county rate of 5.4%.
- Over 10% of residents walked to work in 2011 while 2.2% cycled. Both of these are roughly in line with national and county averages.

*The denominator for all percentages in this section is the population aged 16-74 who were working during the week before the census day.

** Vehicle Occupancy Rate is the sum of drivers and passengers divided by drivers.

Changes in Travel to work patterns*

Patterns of travel to work have changed very little between 2001 and 2011

- There has been an increase in the proportion of people working from home from 13.2% in 2001 to 17.3% in 2011. Some 10,515 people report working mainly from home although this does not mean that no travel is involved as part of their job. Indeed, 28% of people who stated in the workplace address question that they worked from home, went on to select 'travel by car/van' as their travel to work method.
- Stratford-on-Avon District experienced a slight rise in the proportion of people using the train to get to work between 2001 and 2011 although it was less than one percentage point.
- Over the last 10 years, Stratford-on-Avon District has experienced a decline in the proportion of people using a car to travel to work of three percentage points. Other forms of travel have also shifted slightly but in each instance less than one percentage point.

Local variations:

Stratford-on-Avon District records the highest rate of homeworking at 17.3% of the working population in 2011. The district has seen the largest percentage increase (4.1 percentage points) in homeworking over the last 10 years.

Implications for Stratford-on-Avon District

- Rising numbers of cars generally, along with more cars per household, is likely to place additional pressures on communities and local infrastructure. The rise in car ownership is in part a reflection of household growth in the district. This, combined with the slight decline in walking and cycling rates overall, suggests that wider environmental and health concerns, particularly relating to air quality and physical activity levels are likely to continue to be issues in some areas.
- The District's higher level of homeworking may help explain the fall in car travel figures over the last 10 years. However, in the 2011 Census people working mainly from home could and did still select a range of travel options demonstrating that that working from home may still involve travel for work purposes.
- More information on where people are travelling to work ('flow data') will be released by ONS in February 2014 and this will provide further insight into commuting patterns across the district.

*The changes in travel to work section of this document uses figures from the 2011 Census table that was produced using the 2001 methodology for deriving home workers. See 2011 Census Analysis – [Method of Travel to Work in England and Wales Report](#).

Labour Market

More men are working part-time and more women are in the job market

- Economic activity rates for men have declined from 79.1% to 77.6% over the last 10 years. In addition, fewer men are working full-time; the number of men aged 16 – 74 years working full-time declined by 6 percentage points from 54.1% to 48.1% between 2001 and 2011. These trends are roughly in line with those experienced across the county.
- The proportion of men working part-time is still relatively small yet it is notable that the number of men working part-time hours has nearly doubled in the last 10 years from 1,228 men in 2001 to 2,283 in 2011.
- More women (aged 16-74 years) are now recorded as 'economically active' compared to 10 years ago – an increase of 2.9 percentage points from 64% in 2001 to 66.9% in 2011. The proportion of women working full-time or part-time remains broadly similar to 2001.
- More than a third fewer women now record 'Looking after home/family' as their occupation than 10 years ago. This pattern is reflected across the county. The figure for men remains very similar to that of 2001.
- In terms of hours worked, there has been decline in the number of people working 49+ hours per week and a rise of 4.3 percentage points in the number working less than 30 hours per week. This supports the assertion that more men are working on as part-time basis.
- The number of men and women recording that they are self-employed has increased over the last 10 years. In Stratford-on-Avon District the rate for men has increased by 1.2 percentage points while the rate for women has increased by 1.9 percentage points between the censuses.

Local variations:

Stratford-on-Avon District recorded the highest proportion of people working 49+ hours at almost 17% of those employed.

Qualification levels are slightly better than the national average. Student numbers are up by 43%.

- Almost one in five residents in Stratford-on-Avon District aged 16+ years record having no qualification at the time of the 2011 Census. This is marginally lower than the county average of 21.6%.
- The proportion of residents achieving a level 4 (degree or higher) qualification is marginally higher than the county average of 28.8% standing at 33.4% of the population aged 16+ years.
- The number of people aged 18-74 years recorded as a full-time student in the district rose by just over 40% in the last 10 years from 1,708 to 2,445 people.

Local variations:

Stratford-on-Avon District records the highest rates of self-employment among men and women compared with other districts/boroughs in the county

Labour Market continued

Implications for Stratford-on-Avon District

- Stratford-on-Avon District, like the county as a whole, broadly reflects the national picture of changing work patterns for men and women brought about by a combination of changing social and economic circumstances. The economic climate and restriction of job opportunities may explain the shift in the balance of full and part time work patterns for men. Similarly, the rise in self-employment may be a reflection of a lack of other work opportunities in the labour market.
- The economy remains a strong focus both nationally and locally as uncertainty around economic recovery continues. There is forecast to be a continued trend of employment growth in higher skilled occupations and demand for skills as measured by formal qualifications. In Stratford-on-Avon District, qualification levels generally remain above the national average and so it is likely to be better placed than others when accessing future employment opportunities.