

PLACE BASED NEEDS ASSESSMENT

SOUTHAM

Warwickshire Joint Strategic Needs Assessment

MARCH 2020



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It should be noted that the research for these reports took place prior to the Coronavirus (COVID-19) pandemic. Although the reports refer to long standing health and wellbeing issues which have and will continue to impact upon residents, we would encourage you to read them alongside the COVID-19 Health Impact Assessment which is available on the Warwickshire JSNA webpage (from July 2020). This assessment identifies key health and wellbeing indicators that have been affected by the Coronavirus outbreak.

The pandemic has, and will continue to have direct and indirect impacts on individuals and communities across Warwickshire. Some who suffered from COVID-19 illness are facing a period of recovery of unknown trajectory. Many of those who lost loved ones during the pandemic are having to grieve without having been able to say goodbye, or to be close to others while they grieve. Additionally economic and mental health impacts are already being felt as a result of the pandemic response, with these impacts disproportionately affecting people from Black, Asian and Minority Ethnic Groups and those with lower incomes, who have often been at the frontline of the response in essential worker roles. There will be wider implications too, some of these may prove positive if we can maintain at least some of the improvements in air quality from less traffic on our roads, and the connections between neighbours which strengthened in many local areas.

We will continue to engage with local communities and monitor needs and outcomes for the local population in order to ensure service and communities can continue to respond where needed.

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KEY MESSAGES

DEMOGRAPHICS

- The total population of the Southam & Feldon JSNA area was estimated to be 22,091 in 2018.
- Compared to Warwickshire, the Southam & Feldon JSNA area had a noticeably older population with a larger proportion of males aged 55-84 and females aged 55-89, whilst there was a lower proportion of children aged 4 years old and under, and adults aged 20-39 living in the area.
- The population in the Southam & Feldon JSNA area has grown by 5.6% between 2011 and 2018.
- According to the 2011 Census, home ownership in the Southam & Feldon JSNA area was 74.1%, higher than in both Stratford-on-Avon District (71.8%) and Warwickshire (70.0%).
- The majority of households (80.0%) in the Southam & Feldon JSNA area are allocated to one of three groups: Group F 'Senior Security', Group A 'Country Living' or Group G 'Rural Reality'.
- In 2011, 95.7% of the population were White British.

HEALTH

- Life expectancy at birth (2016-2018) for males residing in the Southam & Feldon JSNA area was 81.8 years and 85.7 years for females (compared to 80.5 and 84.2 years respectively in Warwickshire as a whole).
- Three GP surgeries in the Southam & Feldon JSNA area report significantly higher hypertension prevalence compared to the national figure, the highest being at Harbury Surgery (17.4%). Both Fenny Compton Surgery and St Wulfstan Surgery have seen a sharp rise in the recorded prevalence of hypertension since 2015/16.
- Three of the four GP surgeries report a figure significantly higher rate than the national figure for recorded prevalence of atrial fibrillation (for patients of all ages), the highest being at Harbury Surgery (2.8%).
- in 2018/19, the recorded prevalence of strokes (for patients of all ages) was 1.8%. The prevalence in two of the GP surgeries in the Southam & Feldon JSNA area was significantly higher than the national figure – St Wulfstan Surgery (2.9%) and Southam Surgery (2.5%).
- The recorded prevalence of cancer (all ages) at Harbury Surgery (4.2%) and Fenny Compton Surgery (4.4%) was significantly higher than the national rate (3.0%) in 2018/19.
- The recorded prevalence of osteoporosis (in those aged 50 and over) is significantly higher than the national average (0.8%) at two surgeries in the Southam & Feldon JSNA area, both Fenny Compton Surgery (1.6%) and St Wulfstan Surgery (1.5%).
- Nationally, in 2018/19, the recorded prevalence of asthma (in people of all ages) was 6.0%. Two of the GP surgeries in the JSNA areas had figures that were significantly higher than the national figure, both the Southam Surgery (8.4%) and Fenny Compton Surgery (7.6%).
- The recorded prevalence of depression in adults (18+ years) at St Wulfstan Surgery has remained significantly higher than the England rate since 2009/10. The overall trend nationally and in the Southam & Feldon JSNA area is that the prevalence of depression is increasing, most notably at St Wulfstan Surgery (a 5.1 percentage point increase between 2012/13 and 2018/19).

- In September 2019, the proportion of patients aged 65 and over with a recorded dementia diagnosis was significantly higher than the England average at St Wulfstan Surgery. However, at the Southam & Feldon stakeholder event, it was made clear that St Wulfstan Surgery supports patients from nursing homes and those from nearby towns, such as Leamington. This high figure, therefore, may reflect the presence of an older population and nursing homes located both within this and the neighbouring JSNA areas.
- The percentage of patients aged 18 and over with a body mass index (BMI) greater than or equal to 30 in the previous 12 months, as recorded on practice disease registers in one GP practice – St Wulfstan Surgery (13.4%) – was significantly higher than the national figure (9.8%).

SOCIAL CARE

- According to the 2011 Census, 10.9% of adults in the Southam & Feldon JSNA area provided unpaid care, a similar rate to the district (11.3%) and county (10.9%).
- According to Warwickshire Young Carers there were 48 young carers (aged up to 25 years) in the Southam & Feldon JSNA area in 2018 at a rate of 10.5 per 1,000 population.
- Between 1st September 2014 up to 31st October 2019, 5,293 families were attached to Phase 2 of the Priority Families programme in Warwickshire. Focusing on the Southam & Feldon JSNA area, there were 75 families attached to the programme.
- There were 143 total referrals to MASH (1st April 2018 to 31st March 2019) concerning children residing in the Southam & Feldon JSNA area, a rate of 325.7 per 10,000 children, lower than the county average of 404.7 per 10,000 children.
- At 31st March 2019 there were 8 children in care in the Southam & Feldon JSNA area (at a rate of 18.2 per 10,000 child population).
- At 31st March 2019 there were 14 children subject to a Child Protection Plan (CPP) in the Southam & Feldon JSNA area (at a rate of 31.9 per 10,000 child population), which was higher than both the district (24.7 per 10,000) and county average (28.0 per 10,000).
- Across Warwickshire there were 2,983 children subject to a Child in Need Plan at 31st March 2019 giving the county a rate of 257.3 per 10,000 children.
- The majority of service users were accessing older people (aged 65+) packages (64.9%), slightly higher than the equivalent district (63.5%) and Warwickshire figure (61.0%).

DEPRIVATION & ECONOMY

- No LSOAs within the JSNA area feature in the top 10% most deprived nationally in the overall IMD. Furthermore, the LSOA of Harbury is in the top 10% least deprived nationally in the overall index. However, in the barriers to housing and services domain, two LSOAs – Burton Dassett LSOA and Ladbroke & Priors LSOA – are in the top 10% most deprived areas nationally for this domain.
- In Southam and Feldon area, 9.5% of households were classed as fuel poor in 2017. This equates to 861 households.
- Enquires to Citizens Advice provide an indicator of the scale of need and supply within a community across a range of issues. In 2018/19, there were 2,067 enquiries from residents living in the Southam & Feldon JSNA area to Citizens Advice (a 36.6% increase since 2016/17).

Of these, almost a third (31.7%) were related to benefits, tax credits and Universal Credit issues, and 23.1% were related to debt.

- According to the Business Register and Employment Survey (BRES), accommodation and food services (12.5%), professional, scientific & technical (11.7%), manufacturing (9.3%) and education (9.2%) were the industries with the largest proportion of employees working at locations within the Southam & Feldon JSNA area in 2018.
- In terms of occupation, a markedly higher proportion of Southam & Feldon's total working population were employed in professional occupations (24.9%) than the equivalent for Warwickshire (18.1%) in 2011.
- In terms of house price affordability, a Stratford-on-Avon District resident would need 9.35 times of the average annual household income to be able to afford the average-priced house in the district of £295,000 in 2017. Ten years ago, a resident would have required 8.2 times the average annual salary to be able to afford an average priced house in the district of £229,000. For the year ending June 2019, the largest house price affordability gap would be in the Ladbroke & Priors LSOA where a resident would need 17.2 times of the average annual household income (£27,258) to be able to afford the average-priced house (£470,000).

EDUCATION

- The proportion of children living in the Southam & Feldon JSNA area achieving a good level of development (GLD) in 2019 was 74.0%. This figure is slightly higher than the district (73.5%) and the county (71.8%) averages, although slightly lower than in 2018 (75.1%).
- In 2019, 76.8% of children achieved the Expected Level of Development (ELD) at the end of Key Stage 2 (10-11 year olds) for Reading, Writing and Maths in the Southam & Feldon JSNA area compared to 73.7% in Stratford-on-Avon District and 71.0% in Warwickshire. This was an increase on 2016 (58.8%), 2017 (74.5%) and 2018 (74.8%) results.
- In 2019, 55.2% of students living in the Southam & Feldon JSNA achieved a 9-5 (strong pass) in English & Maths compared to 55.6% in Stratford-on-Avon District and 49.5% in Warwickshire.

CRIME & COMMUNITY SAFETY

- Between September 2018 and August 2019, there were a total of 1,209 crimes in the JSNA area, but a lower crime rate (55.9 per 1,000 population) when compared to both the district (59.4 per 1,000) and county (73.4 per 1,000). The LSOA with the highest crime rate was Deppers Bridge, Chester & Kings (159.7 per 1,000 population), ranked 16th highest of all 339 Warwickshire LSOAs.
- There were a total of 243 anti-social behaviour (ASB) incidents (for the 12 month period September 2018 to August 2019) in the Southam & Feldon JSNA area, a rate of 11.3 per 1,000 population. The ASB rate for the JSNA area has decreased slightly from 14.7 per 1,000 population in 2017/18.
- The total number of road traffic collisions (RTCs) where an injury has been sustained in the Southam & Feldon JSNA area in 2018/19 was 43 (down from 71 in 2017/18). Almost a third (32.6%) of all RTCs in 2018/19 occurred in Deppers Bridge, Chester & Kings LSOA and Burton

Dasnett LSOA – these are more rural areas with faster country lanes, and both are intersected by the M40.

RURAL & SOCIAL ISOLATION

- Previous research detailed in the WCC Public Health Report: Loneliness and Social Isolation in Warwickshire Needs Assessment identified Southam ward as containing approximately 1-18% of households at risk of loneliness.
- In 2011, the Southam West LSOA had a higher proportion of households with no access to a car/van (22.0%) than the Warwickshire rate (17.6%).
- All households within the JSNA area are a maximum of 15 minutes via car from the nearest GP surgery (Ladbroke & Priors LSOA residents are 14 minutes travel time away). The shortest travel time was a 4 minute and 5 minute walk for residents of Bishop's Itchington and Southam South & Town Centre LSOAs respectively. It would, however, take residents of Ladbroke & Priors LSOA over an hour (62 minutes) via public transport/walking to get to a GP surgery.
- In 2011, 14.0% of the population of Long Itchington West & Ufton LSOA were providing some form of unpaid care (the county rate is 10.9%).

LOCAL KNOWLEDGE

- Four emerging themes (identified from initial data analysis) were discussed in more detail at the Southam & Feldon JSNA Stakeholder Event at the Fenny Compton Village Hall on Wednesday 11th December 2019:
 - Promoting healthy ageing (circulatory, bone health, and staying active in older age)
 - Mental health and wellbeing
 - Loneliness and rural/social isolation
 - Children and younger people
- In total, 52 respondents identified themselves as a resident living within the Southam & Feldon JSNA area. The top priorities for health and wellbeing selected by respondents included access to health services (42), access to transport (39), promoting mental health and wellbeing (33), support for carers (31), and support for those with long-term health conditions (30).
- Residents were also asked to list the top three things that they value in the local area which support positive health and wellbeing. Green space / outdoor facilities was most likely to feature in residents' top three, followed by access to local community groups and activities, and public transport.

RECOMMENDATIONS

1. Ensure local services, support and community initiatives consider the growth and the diversity of the local population with new developments in the area and create inclusive environments and activities.
2. Promote positive mental health and well-being across the life-course and improve support available for people facing mental health challenges, particularly during significant life events such as becoming a parent, retirement or facing financial difficulties.
3. Tackle social and rural isolation, particularly among older people living with long term health conditions and those caring for them, particularly for those who have limited access to transport.
4. Increase proactive identification and management of hypertension and atrial fibrillation to reduce risk of complications and strokes.
5. Promote bone health, including healthy diets, physical activity and early identification of risks in working age and older adults.
6. Promote the benefits of early diagnosis of dementia and ensure people living with dementia and their carers have accessible post-diagnostic support including local groups and activities
7. Support people caring for friends or relatives, including children and young people who have caring responsibilities for parents, and adults caring for older people with dementia or cognitive impairment.
8. Strengthen links between health professionals and housing officers to ensure older people are living in appropriate accommodation which is warm and minimises the risk of harm from falls.
9. Identify opportunities to improve cancer care in the community, reducing the need for patients to access care as an emergency and ensuring people living with and beyond cancer are appropriately supported.
10. Improve access to information and support for those experiencing food and fuel poverty, with a focus on local areas with the highest needs.

INTRODUCTION & LOCAL CONTEXT

The Southam JSNA area (referred to as ‘Southam & Feldon’ throughout this document following consideration by the steering group) comprises fourteen Lower Super Output Areas (LSOAs) and covers the town of Southam, as well as villages such as Long Itchington, Stockton, Napton on the Hill, Priors Marston, Priors Hardwick, Farnborough, Warmington, Shottswell, Avon Dassett, Burton Dassett, Ratley, Fenny Compton, Bishop’s Itchington, Harbury, and Ufton (see Figure 1).

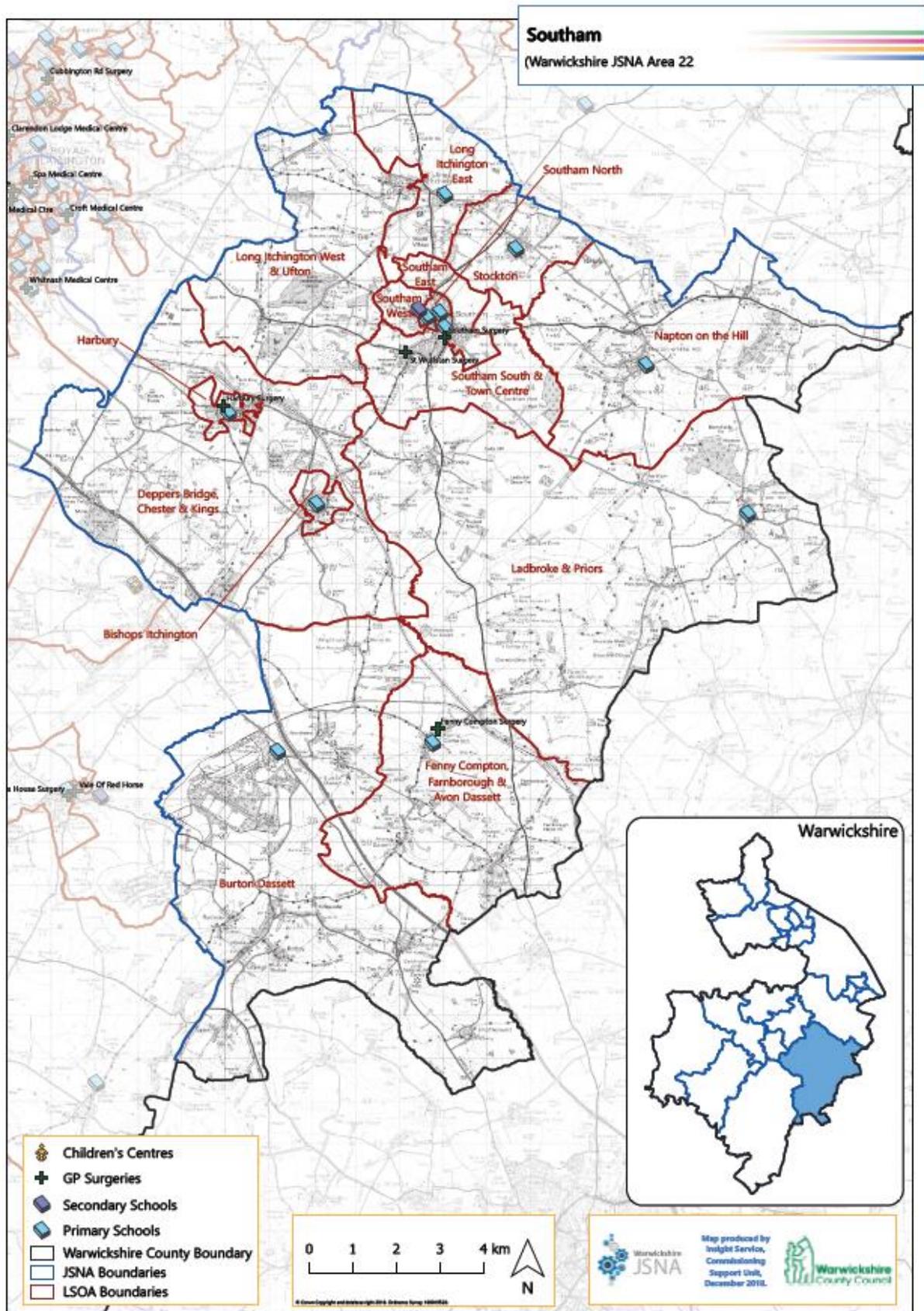
The JSNA area includes small market towns and villages, as well as outdoor spaces (such as Burton Dassett Hills Country Park) and a wide variety of residential housing. The Grand Union Canal and the Oxford Canal weave through the area. The main transport route through the JSNA area is the A423, connecting with Coventry to the north and Banbury to the south. The M40 motorway and B4455 Fosse Way both run through the south west of the JSNA area and the area is also on the main railway line between Birmingham and London. Indeed, the proposed HS2 route will pass through the area.

There are twelve state schools located within the JSNA geography, eleven primary schools and one secondary school: The Priors School; Bishop’s Itchington Primary School; Stockton Primary School; Temple Herdewyke Primary School; Southam Primary School; Harbury C. Of E. Primary School; Long Itchington Primary School; The Dassett C. Of E. Primary School; St Mary’s Catholic Primary School; Southam St. James C. Of E. Primary School; St. Lawrence C. Of E. Primary School; and Southam College.

Where available, data is presented for the JSNA area, or at LSOA level. Not all data is available at all geographies, but is presented at as low a level as possible. It must also be noted that time periods vary as the data has been collated from a wide range of sources.

It should be noted here that a [glossary document](#) has also been produced to support the main report. This contains definitions of potentially unfamiliar terms.

Figure 1. The Southam & Feldon JSNA Area



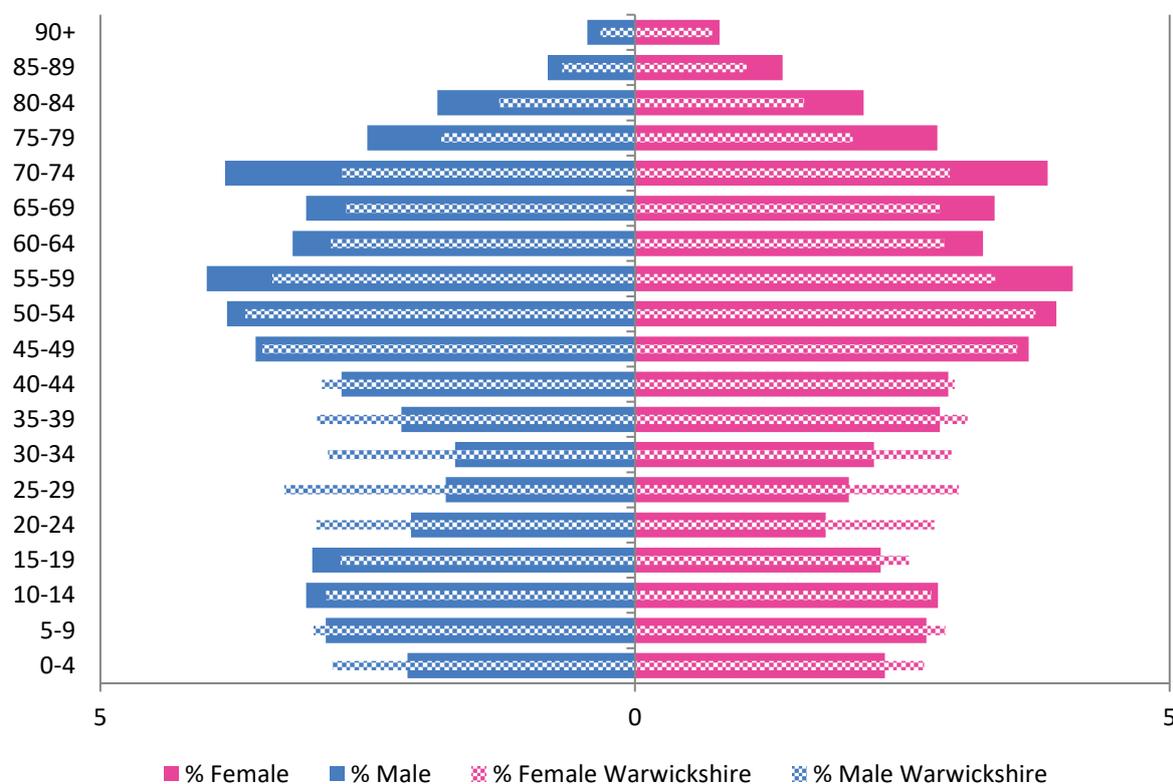
Source: Crown Copyright and database right 2020. Ordnance Survey 100019520

DEMOGRAPHICS

CURRENT & FUTURE POPULATION

In 2018, the total population of the Southam & Feldon JSNA area was estimated to be 22,091¹. Figure 2 shows the mid-2018 population estimates for the JSNA and Warwickshire by 5-year age groups for males and females. Compared to Warwickshire, the Southam & Feldon JSNA area had a noticeably older population with a larger proportion of males aged 55-84 and females aged 55-89, whilst there was a lower proportion of children aged 4 years old and under, and adults aged 20-39 living in the area.

Figure 2. Mid-2018 population estimates for Southam & Feldon and Warwickshire



Source: Office for National Statistics, Mid-Year 2018 Population Estimates

The population in the Southam & Feldon JSNA area has grown by 5.6% between 2011 and 2018. This is similar to the population increase experienced in Stratford-on-Avon District (5.9%) and Warwickshire (4.7%) during the same time period. Within the JSNA area, the LSOAs with the highest population growth were Long Itchington East (27.6%) and Deppers Bridge, Chester & Kings (21.3%). Housing developments, such as the the David Wilson 'Keepers Meadow' development in Long Itchington, may be a factor in large population increases in these areas.

Such population trends are likely to continue into the future based on the population projections available for the district². Between 2016 and 2041, Stratford-on-Avon District's population is projected to increase by 8,276 people (6.7%). The rate of growth will be greatest in the 90+ age group (a projected increase of 184.5%), and the 75+ age group is projected to increase by 86.1%, which is likely

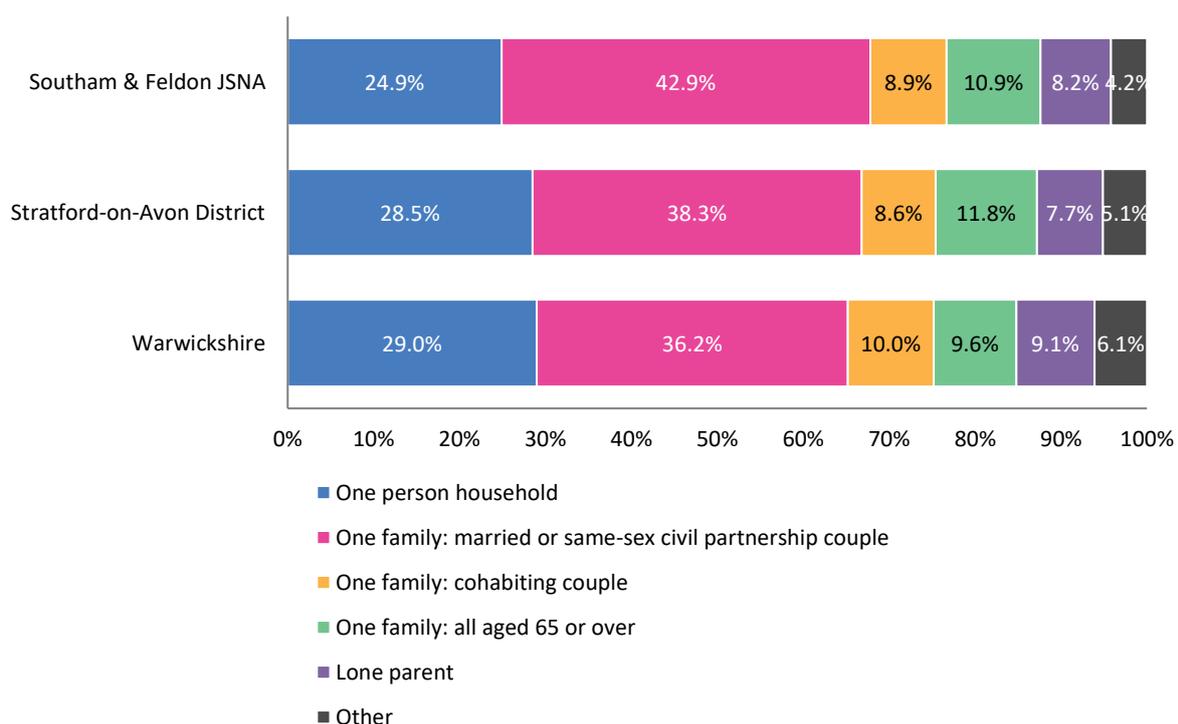
to result in greater health and social care pressures. The working age population (15-64 years) is expected to grow by 6.6% and the 0-14 age group by 2.2% during this time period. This may be particularly pertinent given the Southam & Feldon JSNA's current population structure.

HOUSEHOLDS

Projections from the Office for National Statistics estimate that there will be a 9.9% increase in the number of households in Stratford-on-Avon District by 2041³, which is lower than the projected 14.0% rise for the county as a whole. However, these do not take account plans within Warwickshire to build 62,500 new homes across the county between 2011-31. Of these new homes, 14,600 were planned for Stratford-on-Avon District⁴. In the light of this housebuilding, ONS household projections may be an underestimate of likely numbers in the future. Indeed, these plans have resulted in concern over housing affordability, demand for services and traffic congestion.

The 2011 Census found that the Southam & Feldon JSNA area had a larger proportion of married or same-sex civil partnership couples (42.9%) than the district (38.3%) and county (36.2%) (Figure 3)⁵. This figure was highest in the Bishop's Itchington LSOA (49.1%). Conversely, the JSNA area had a lower proportion of one person households, compared to both the district and the county.

Figure 3. Household composition



Source: Census 2011

According to the 2011 Census⁶, home ownership in the Southam & Feldon JSNA area was 74.1%, higher than in both Stratford-on-Avon District (71.8%) and Warwickshire (70.0%). Conversely, private renting in the JSNA area was lower (11.1%) compared to both the district (12.7%) and county (14.1%). Focusing at LSOA level, the proportion of home ownership was highest in Harbury LSOA (89.0%), Southam North (82.5%) and Bishop's Itchington (81.9%).

MOSAIC PROFILE

Mosaic is a profiling tool which uses a wide range of data to allocate households into similar groups and types based on likely common characteristics. Mosaic can help identify different needs that household groups and types may have, identifying where specific needs are located and understand each group's preferred communication channels⁷.

Figure 4 shows the Mosaic profile of the Southam & Feldon JSNA area compared to the district and county profiles. The majority of households (80.0%) in the Southam & Feldon JSNA area are allocated to one of three groups: Group F 'Senior Security', Group A 'Country Living' or Group G 'Rural Reality'. These three groups are over-represented when compared with the county profile and, to an extent, the district profile.

Figure 4. Southam & Feldon JSNA's Mosaic profile, % in each group

Mosaic Group		Southam & Feldon JSNA	Stratford-on-Avon District	Warwickshire
A	COUNTRY LIVING	33.8%	27.3%	10.6%
B	PRESTIGE POSITIONS	6.5%	11.6%	9.7%
C	CITY PROSPERITY	4.3%	0.4%	0.8%
D	DOMESTIC SUCCESS	3.1%	7.2%	8.6%
E	SUBURBAN STABILITY	2.0%	4.4%	8.8%
F	SENIOR SECURITY	36.0%	7.0%	8.9%
G	RURAL REALITY	10.2%	19.1%	7.6%
H	ASPIRING HOMEMAKERS	0.0%	8.4%	11.6%
I	URBAN COHESION	0.8%	1.1%	1.5%
J	RENTAL HUBS	0.4%	3.5%	6.1%
K	MODEST TRADITIONS	0.4%	1.5%	5.8%
L	TRANSIENT RENTERS	0.6%	1.4%	5.3%
M	FAMILY BASICS	1.8%	2.2%	6.8%
N	VINTAGE VALUE	0.2%	4.3%	5.5%
O	MUNICIPAL CHALLENGE	0.0%	0.7%	2.3%

Source: Mosaic 2018, Experian

Household group 'Senior Security' is the most prevalent group with 36.0% (over 1 in 3) of households in the JSNA area classified as being in this group (compared with just 7.0% in the district and 8.9% in the county). This group is described by Experian as "elderly singles and couples who are still living independently in comfortable homes that they own". This corresponds with household tenure data from 2011 which also indicated relatively high levels of home ownership, and more recent population estimates suggesting larger proportions of the population aged 64 and over. There are several LSOAs within the JSNA area which have a particularly high proportion of households in the 'Senior Security' Mosaic group. These include Stockton (61.8%), Long Itchington East (59.8%), Bishop's Itchington (56.3%), and Southam West (53.6%).

The second most prevalent group is 'Country Living', described by Experian as "well-off homeowners who live in the countryside often beyond easy commuting reach of major towns and cities. Some people are landowners or farmers, others run small businesses from home, some are retired and others commute distances to professional jobs". The LSOAs which have a particularly high proportion of households in this group are Ladbrooke & Priors (91.7%), Napton on the Hill (76.2%), Fenny Compton,

Farnborough & Avon Dassett (63.6%) and Long Itchington West & Ufton (63.6%). There are also a higher proportion of households classified in 'Rural Reality' compared to the county average. This group are described as "people who live in rural communities and generally own their relatively low cost homes. Their moderate incomes come mostly from employment with local firms or from running their own small business". The LSOAs which have a particularly high proportion of households in this group are Stockton (61.8%), Long Itchington East (59.8), Bishop's Itchington (56.3%) and Southam West (53.6%).

The Southam & Feldon JSNA area comprises a very large geographical area with a diverse demographic structure and pockets of both affluence and deprivation. Indeed, at LSOA level there is further variation in the distribution of household groups. In general, it is the groups in the lower part of the above table (Groups K to O) that are most likely to present as in need of support from services provided by public and voluntary sector agencies. Within the JSNA area, the LSOAs of Southam West (20.9%) and Southam East (13.0%) have the largest proportions of households classed in these groups. In contrast, ten LSOAs that make up the Southam & Feldon JSNA area: Burton Dassett; Ladbrooke & Priors; Fenny Compton, Farnborough & Avon Dassett; Deppers Bridge, Chester & Kings; Bishop's Itchington; Harbury; Long Itchington West & Ufton; Long Itchington East; Stockton; and, Napton on the Hill have no households in Groups K to O. However, even within an LSOA, pockets of deprivation may exist but are less visible at this geography.

ETHNICITY & BACKGROUND

The Southam & Feldon JSNA area is predominantly white in terms of its ethnic profile. In 2011, 95.7% of the population were White British. Just 4.3% of the population were of Black, Asian and Minority Ethnic (BAME) origin, compared to 11.5% in Warwickshire (Figure 5). The LSOA with the highest proportion of BAME population was Burton Dassett LSOA where 7.0% of the population were BAME (3.1% were White Irish/Other, 1.8% Asian, 1.5% Mixed, 0.5% Black, 0.2% Other).

Figure 5. Ethnic groups

	Southam & Feldon JSNA	Stratford-on-Avon District	Warwickshire
White English / Welsh / Scottish / Northern Irish / British	95.7%	93.6%	88.5%
White Irish	0.6%	0.7%	1.0%
White Gypsy or Irish Traveller	0.0%	0.1%	0.1%
White Other	1.5%	2.9%	3.2%
Mixed	0.9%	1.0%	1.5%
Asian	0.9%	1.2%	4.6%
Black	0.2%	0.2%	0.8%
Other	0.1%	0.2%	0.4%

Source: Census, 2011

Figure 5 shows that, in 2011, a relatively high proportion of residents living in the Southam & Feldon JSNA area were recorded as White British⁸. Furthermore, in 2011, just 4.6% of the area's population were documented as being born outside of the UK, lower than the county average of 8.3%. Indeed, the second most widely spoken languages after English (which in 2011 was spoken as the main

language by 98.9% of the JSNA population) was Polish (0.1%)⁹. Moreover, in 2011, a higher proportion of people who were of Christian religious faith (69.8%) resided in the Southam & Feldon JSNA area compared to Warwickshire (64.5%), but there was a lower proportion of Sikhs (0.2% in the Southam & Feldon JSNA area compared to 1.7% in Warwickshire) and Muslims (0.1% in the Southam & Feldon JSNA area compared to 1.1% in Warwickshire)¹⁰.

HEALTH

This section presents data on the health of the population of the Southam & Feldon JSNA area. There are numerous health-related measures that have been considered. The measures reported are those where performance is significantly worse than England or South Warwickshire CCG. Where the data is RAG rated, green signifies significantly better than England, amber similar and red worse.

Health data is collected at a primary and secondary care level. For the data collected at primary care (general practice) level, because all residents in the Southam & Feldon JSNA area are not registered at the same practice, a method was developed that gives an indication of the health of the Southam & Feldon JSNA area's population. If 25% or more of the registered population of a general practice lived within the JSNA boundary, or a practice had more than 2,000 registered patients living in the JSNA area, then this general practice is included in the analysis. Using this method, data for four general practices are reported for the Southam & Feldon JSNA area (Figure 6).

Figure 6. General Practices with 25%+ of the registered population residing in the Southam & Feldon JSNA Area

	Number of registered patients living in JSNA Area	% of surgery population living in JSNA Area
Southam Surgery	7,770	97.1%
Harbury Surgery	5,567	95.9%
St Wulfstan Surgery	4,604	87.6%
Fenny Compton Surgery	2,938	54.9%

Source: NHS Digital, April 2018

Almost 90% of all Southam & Feldon JSNA's residents are registered at one of these four surgeries (2,373 residents are registered at a different GP within Warwickshire, Coventry or at a different general practice within England).

A range of health indicators were considered for the four GP practices. Figure 7 shows indicators where two or more of the practices were either significantly higher (red) or significantly lower (green) than England in 2018/19.

In 2018/19, three out of the four GPs in the JSNA had a higher recorded prevalence of hypertension and atrial fibrillation. Furthermore, the prevalence of strokes and the prevalence of osteoporosis were also significantly higher at two surgeries. This is consistent with the other population profile in the JSNA area. However, there is some variation in the recorded prevalence of health conditions between the practices, For example, osteoporation seems to be more prevalent at Fenny Compton Surgery and St Wulfstan Surgery, where the prevalence is significantly higher than the England average, whilst it is significantly lower at Southam Surgery and Harbury Surgery. More cases of osteoporosis could reflect

better identification at Fenny Compton and St Wulfstan Surgeries. Trends for these indicators are presented in Figure 7.

Figure 7. Summary of prevalence of selected health measures for four GP practices, 2018/19

Health Indicator	Fenny Compton Surgery	Harbury Surgery	Southam Surgery	St Wulfstan Surgery
	%	%	%	%
Percentage of population aged 65+ years	23.5	25.7	23.6	18.2
Diabetes: QOF prevalence (17+)	4.8	5.7	6.8	5.4
Hypertension: QOF prevalence (all ages)	16.5	17.4	17.2	14.6
Stroke: QOF prevalence (all ages)	2.0	2.2	2.5	2.9
Atrial Fibrillation: QOF prevalence (all ages)	2.6	2.8	2.6	2.6
Obesity: QOF prevalence (18+)	8.4	5.1	7.8	13.4
Asthma: QOF prevalence (all ages)	7.6	6.8	8.4	6.4
Cancer: QOF prevalence (all ages)	4.4	4.2	4.0	3.5
Estimated smoking prevalence (QOF)	9.6	9.4	14.5	11.3
Females, 25-64, attending cervical screening within target period (3.5 or 5.5 year coverage)	82.0	77.7	78.3	85.3
Mental Health: QOF prevalence (all ages)	0.37	0.65	0.70	0.48
Osteoporosis: QOF prevalence (50+)	1.6	0.4	0.2	1.5

Source: Public Health England, National General Practice Profiles, Fingertips.

BIRTH RATE & LIFE EXPECTANCY

There were 207 live births in the Southam & Feldon JSNA area in 2017, a general fertility rate of 60.5 live births per 1,000 females aged 15-44 (the county rate was 61.5). This is a slight increase on the previous year (the fertility rate in 2016 was 57.6)¹¹.

Life expectancy at birth (2016-2018) for males residing in the Southam & Feldon JSNA area was 81.8 years and 85.7 years for females (compared to 80.5 and 84.2 years respectively in Warwickshire as a whole)¹². Both males and females in the JSNA area can expect to live, on average, longer than the average Warwickshire resident.

At a lower level, there is a slight difference in expected life expectancy depending where within the JSNA area the resident lives. For the period 2013-2017 at Middle Super Output Area (MSOA) level, the areas of Bishop's Itchington, Long Itchington, Harbury, Ladbroke, Priors Hardwick, Priors Marston and Fenny Compton have a longer life expectancy for both males (82.6 years) and females (85.8 years) compared to the MSOA covering Southam, Stockton, and Napton on the Hill (79.4 years for men and 84.5 years for women). Both areas were above the equivalent national figures (79.1 for males, 83.0 for females). Although life expectancy has generally been increasing, there is growing evidence that much of the additional time is spent in poor health. Years spent in poor health impact on families and workplaces, and increase pressure on health and social care services.

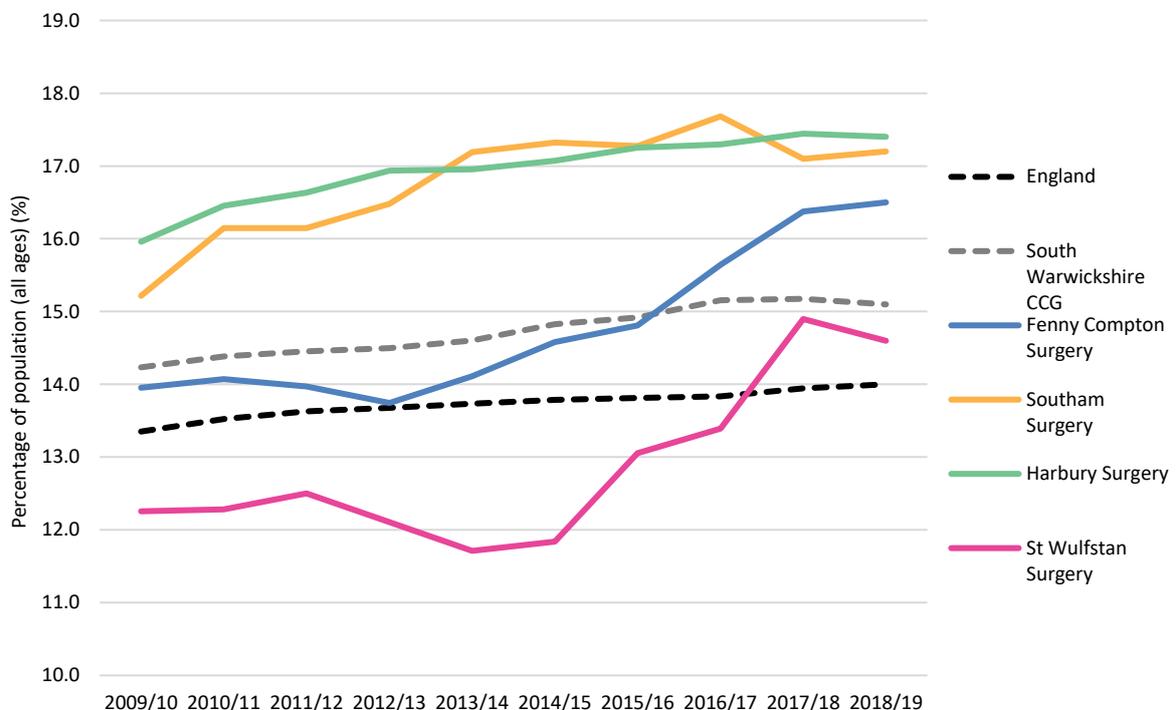
CIRCULATORY CONDITIONS

Analysis of the general practice data for the four general practices shows that heart-related conditions are a concern for residents, and this is possibly linked to the older population profile of the area.

Hypertension (High Blood Pressure)

Hypertension, also known as high blood pressure (HBP), is a long-term medical condition in which the blood pressure in the arteries is persistently elevated. Nationally, in 2018/19, the recorded prevalence of established hypertension for people of all ages was 14.0%¹³. Three GP surgeries in the Southam & Feldon JSNA area report significantly higher hypertension prevalence compared to the national figure, the highest being at Harbury Surgery (17.4%). Both Fenny Compton Surgery and St Wulfstan Surgery have seen a sharp rise in the recorded prevalence of hypertension since 2015/16 (Figure 8).

Figure 8. Hypertension prevalence as recorded on practice registers (all ages), 2009/10-2018/19



Source: QOF, accessed via Fingertips, Public Health England, 2019

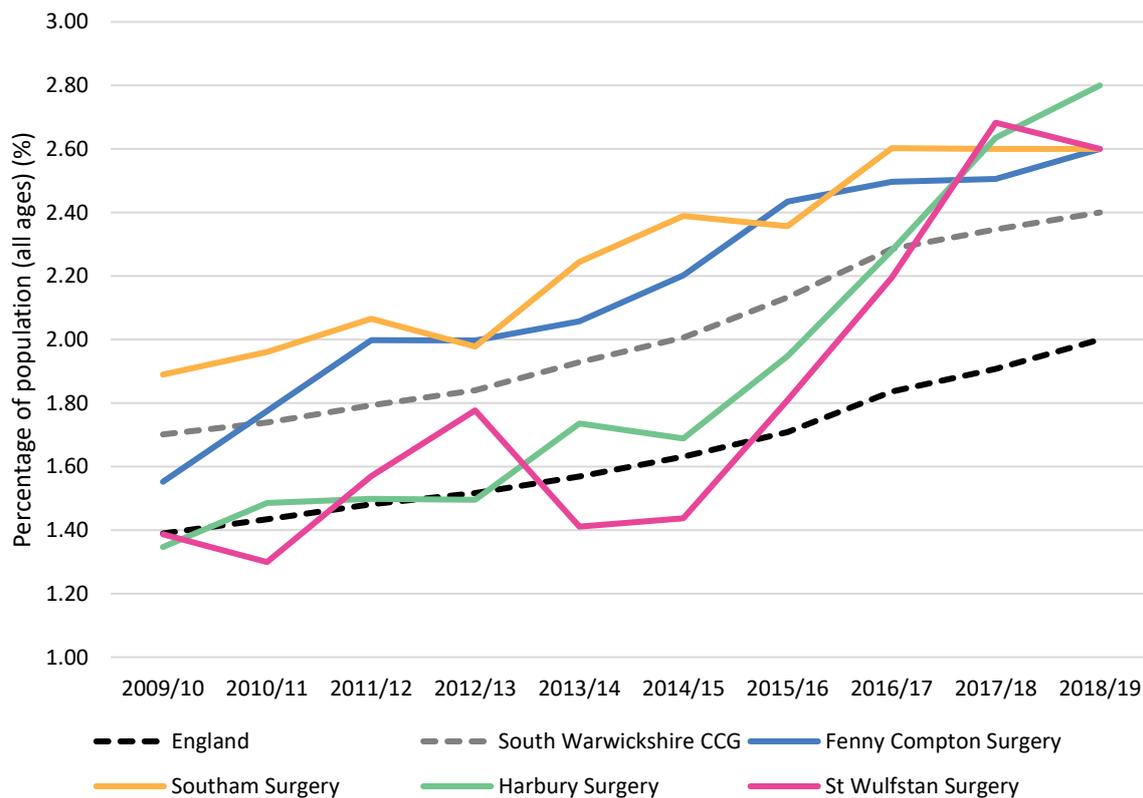
The actual percentage of registered patients with hypertension is likely to be higher than the recorded percentage as some patients will not have had their blood pressure taken and recorded. The estimated prevalence of undiagnosed hypertension (for those aged 16+) in 2015 was significantly higher than the national figure (12.2%) across three of the four GP surgeries. The GP surgery with the highest estimated prevalence of undiagnosed hypertension was Fenny Compton Surgery (13.5%)¹⁴. Hypertension is considered a major risk factor for a range of other health issues, such as atrial fibrillation, stroke, coronary heart disease and dementia.

Atrial Fibrillation

Atrial fibrillation is a heart condition that causes an irregular and often abnormally fast heart rate. Nationally, in 2018/19 the recorded prevalence of atrial fibrillation (for patients of all ages) was 2.0%.

Three of the four GP surgeries report a figure significantly higher than the national figure, the highest being at Harbury Surgery (2.8%). As Figure 9 shows, the prevalence of atrial fibrillation appears to be increasing, most notably at St Wulfstan Surgery (a 1.2 percentage point increase from 1.4% to 2.6% between 2014/15 and 2018/19) and Harbury Surgery (a 1.1 percentage point increase from 1.7% to 2.9% between 2014/15 and 2018/19). Furthermore, at St Wulfstan Surgery in 2017/18, 70.9% of patients were being treated with anti-coagulation therapy (a treatment to prevent complications such as strokes), which is lower than the national average (84.0%). All of the other GP surgeries in the JSNA area were similar to the national average.

Figure 9. Atrial fibrillation prevalence as recorded on practice registers (all ages), 2009/10-2018/19

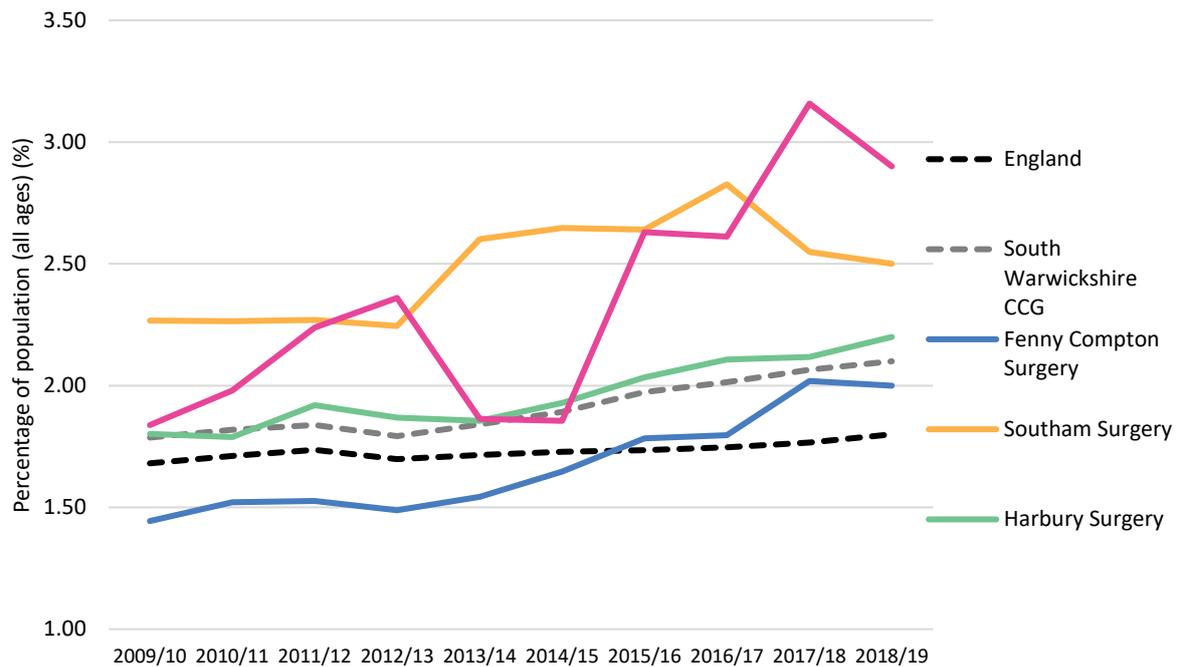


Source: QOF, accessed via Fingertips, Public Health England, 2019

Stroke

A stroke is a serious life-threatening medical condition that happens when the blood supply to part of the brain is cut off. Nationally, in 2018/19, the recorded prevalence of strokes (for patients of all ages) was 1.8%¹⁴. The prevalence in two of the GP surgeries in the Southam & Feldon JSNA area was significantly higher than the national figure – St Wulfstan Surgery (2.9%) and Southam Surgery (2.5%) (Figure 10). However, by comparison, the directly age-standardised emergency admission rate of 192.4 per 100,000 population (a four year average from 2014/15 to 2017/18) for strokes in the Southam & Feldon JSNA area was the lowest of all twenty-two JSNA areas in Warwickshire¹².

Figure 10. Stroke prevalence as recorded on practice registers (all ages), 2009/10-2018/19

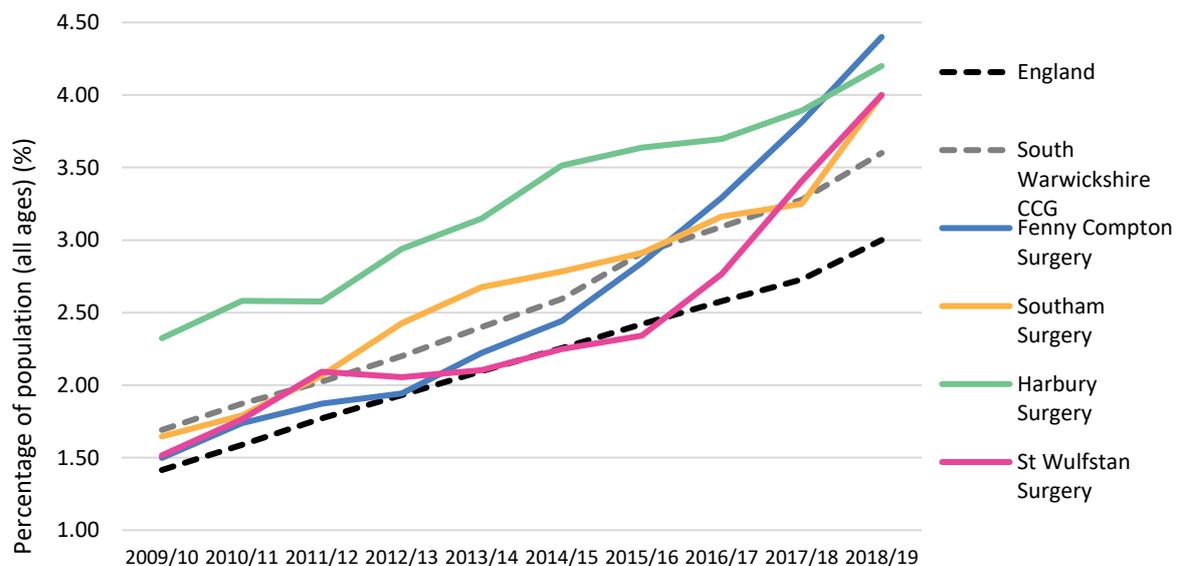


Source: QOF, accessed via Fingertips, Public Health England, 2019

CANCER

The recorded prevalence of cancer (all ages) at Harbury Surgery (4.2%) and Fenny Compton Surgery (4.4%) was significantly higher than the national rate (3.0%) in 2018/19¹⁴. Indeed, the prevalence of cancer at Harbury Surgery has remained significantly above the national figure for the last nine years (Figure 11).

Figure 11. Cancer prevalence as recorded on practice registers (all ages), 2009/10-2018/19



Source: QOF, accessed via Fingertips, Public Health England, 2019

Whilst all GP surgeries in the Southam & Feldon JSNA area have similar rates for both the number of emergency admissions with cancer (per 100,000 population) and new cancer cases (per 100,000 population) compared to the national figure, the directly standardised rate for emergency admissions for cancer (all ages) five year average (2014-15/2018/19) was 616 per 100,000 in the Southam and Feldon JSNA area. Whilst this is similar to the county rate (641 per 100,000), this is a higher rate than all other JSNA areas in the Stratford-on-Avon District.

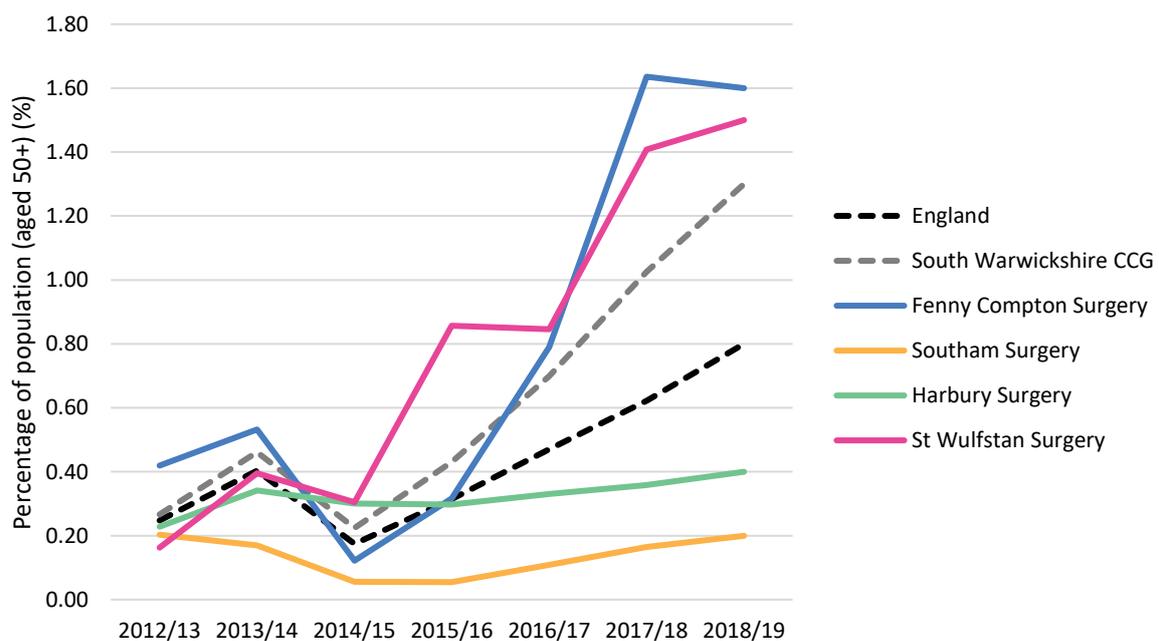
Furthermore, the percentage of patients in need of palliative care and support, as recorded on practice disease registers, is 2.1% at St Wulfstan Surgery, higher than the national average (0.4%). Fenny Compton surgery also has a higher rate (0.7%) than both the CCG figure (0.6%) and national rate.

The number of two week wait referrals (numner per 100,00 population) where cancer is suspected (whether or not cancer is subsequently diagnosed) is significantly higher at both Southam Surgery (6,260) and St Wulfstan Surgery (4,652) than the national average (3,675) in 2018/19. This indicator may be expected to be higher in practices with an unusually high proportion of persons of 65+ years of age due to the higher incidence of cancer at these ages.

OSTEOPOROSIS

Osteoporosis is a condition that weakens bones, making them fragile and more likely to break. The recorded prevalence of osteoporosis (in those aged 50 and over) is significantly higher than the national average (0.8%) at two surgeries in the Southam & Feldon JSNA area, both Fenny Compton Surgery (1.6%) and St Wulfstan Surgery (1.5%)¹⁵ (Figure 12). The prevalence of osteoporosis appears to be increasing, most notably at Fenny Compton Surgery (a 1.3 percentage point increase from 0.3% to 1.6% between 2015/16 and 2018/19) which is not surprising given the older profile of the JSNA area. More cases of osteoporosis could reflect improved identification.

Figure 12. Osteoporosis prevalence as recorded on practice registers (aged 50+ years), 2012/13-2018/19



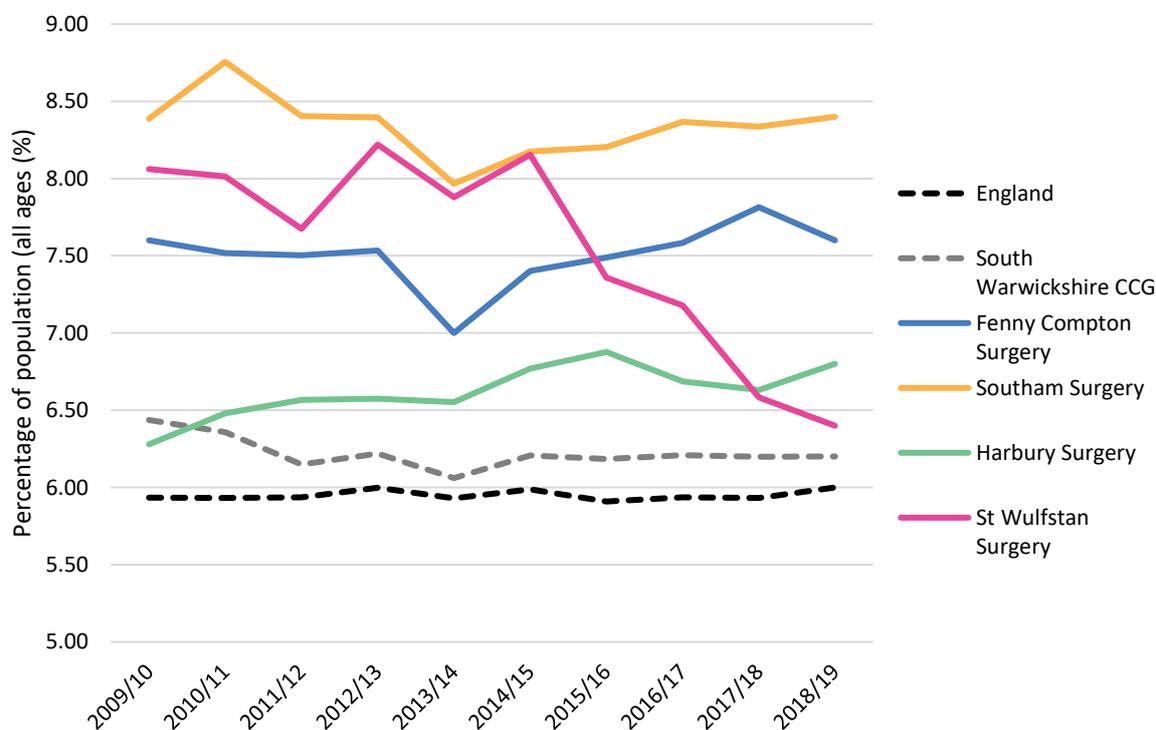
Source: QOF, accessed via Fingertips, Public Health England, 2019

ASTHMA

Asthma is a common long-term inflammatory disease of the airways of the lungs which is aggravated by air pollution and poor air quality and is more likely to make an asthma sufferer's condition worse and trigger an attack.

Nationally, in 2018/19, the recorded prevalence of asthma (in people of all ages) was 6.0%¹⁴. Two of the GP surgeries in the JSNA areas had figures that were significantly higher than the national figure, both the Southam Surgery (8.4%) and Fenny Compton Surgery (7.6%). Prevalence in the other two GP surgeries were in line with the national figure (Figure 13).

Figure 13. Asthma prevalence as recorded on practice registers (all ages), 2009/10-2017/18



Source: QOF, accessed via Fingertips, Public Health England, 2019

Furthermore, according to a Schools Health Needs Assessment run by the Warwickshire School Health & Wellbeing Service in 2018/19¹⁶, 8.3% of Reception children attending a school within the Southam & Feldon JSNA declared that they had asthma, higher than the county rate (5.5%). This has increased to 11.8% by Year 6 – this is the highest rate of all twenty-two JSNA areas. It should be noted here that not all children attending schools in the JSNA will live in the JSNA area.

MENTAL HEALTH

Depression

Depression affects different people in different ways but it can include some or all of the following symptoms: feelings of sadness and hopelessness; losing interest in things; feeling tearful; feeling

constantly tired, sleeping badly; having no appetite. It can result in significantly reduced quality of life for the patient their family and carers¹⁷.

The recorded prevalence of depression in adults (18+ years) at St Wulfstan Surgery has remained significantly higher than the England rate since 2009/10. In 2018/19, the national figure was 10.7% where St Wulfstan Surgery was significantly higher (13.6%). The overall trend nationally and in the Southam & Feldon JSNA area is that the prevalence of depression is increasing, most notably at St Wulfstan Surgery (a 5.1 percentage point increase between 2012/13 and 2018/19).

The number of new cases of depression in adults (18+ years) at Fenny Compton Surgery was significantly higher than both the CCG and England averages in 2018/19¹⁸. It should be noted that these figures consider recorded depression and there will be people with depression that do not present to their GP.¹⁹

Local data around mental health in under 18s is less robust. However, according to the Schools Health Needs Assessment in 2018/19²⁰, 33.3% of Reception children attending a school in the JSNA area had a history of emotional health issues, including depression and/or anxiety in the family, which was slightly higher than the county rate (29.4%).

Dementia

In September 2019, the proportion of patients aged 65 and over with a recorded dementia diagnosis was significantly higher than the England average at St Wulfstan Surgery (Figure 14)²¹. However, at the Southam & Feldon stakeholder event, it was made clear that St Wulfstan Surgery supports patients from nursing homes and those from nearby towns, such as Leamington. This high figure, therefore, may reflect the presence of an older population and nursing homes located both within this and the neighbouring JSNA areas. Furthermore, the lower figures at the other three surgeries may raise concerns around under-diagnosis or data quality issues.

Figure 14. Prevalence of diagnosed dementia in patients aged 65 and over, September 2019

	Number on dementia register (aged 65+)	Patient list size (aged 65+)	Percentage with diagnosed dementia (%)
Fenny Compton Surgery	28	1,306	2.1%
Harbury Surgery	33	1,521	2.2%
Southam Surgery	42	1,897	2.2%
St Wulfstan Surgery	204	1,125	18.1%
England	462,046	10,505,576	4.4%

Source: NHS Digital, September 2019

LIFESTYLE – OBESITY & SUBSTANCE MISUSE

The percentage of patients aged 18 and over with a body mass index (BMI) greater than or equal to 30 in the previous 12 months, as recorded on practice disease registers in one GP practice – St Wulfstan Surgery (13.4%) – was significantly higher than the national figure (9.8%) in 2018/19. Indeed, this practice was significantly above the national and CCG figures in the previous three years²². Actual percentages are likely to be higher as not all registered patients will have had their BMI checked and recorded.

Being overweight or obese increases the risk of developing other conditions such as type 2 diabetes and heart disease. However, at least currently, diabetes prevalence (aged 17 and over) as recorded on practice disease registers is similar or lower than the national figure (6.9%) at all four GP practices in 2018/19.

Substance misuse is known to have a variety of detrimental effects on physical and mental wellbeing as well as issues relating to child protection, impaired driving, anti-social behaviour and domestic abuse. The social and economic cost of drug use and supply is estimated to be around £10.7bn per year, of which £6bn is attributed to drug-related crime. National data highlights that opiate and/or crack users are responsible for an estimated 45% of acquisitive crime (shoplifting, burglary, vehicle crime and robbery), equating to more than 2,000,000 offences. Around 40% of all violent crimes are alcohol-related, which translates into almost 500,000 violent incidences per year.

In terms of substance misuse, for the period 1st May 2018 to 30th April 2019, there were 2,242 adult users of Warwickshire's provider of drug and alcohol services. Of these, 40 were residents in the Southam & Feldon JSNA area. Around 45% of service users were receiving a service for alcohol-related issues whilst 30% were for opiate use.

CARERS

According to the 2011 Census, 10.9% of adults in the Southam & Feldon JSNA area provided unpaid care, a similar rate to the district (11.3%) and county (10.9%)²³.

According to Warwickshire Young Carers there were 48 young carers (aged up to 25 years) in the Southam & Feldon JSNA area in 2018 at a rate of 10.5 per 1,000 population²⁴. Of these, 18.8% resided in the Stockton LSOA. In addition, the Warwickshire School Health Needs Assessment 2018/19 data shows that 5.9% of Year 6 students attending school in the Southam & Feldon JSNA area reported not being able to take part in things with friends because they had caring responsibilities at home²⁵. Young carers are of particular concern because of the potential impact on education outcomes. Moreover, young carers may miss out on wider social and leisure opportunities with a consequent impact on their health and wellbeing.

According to Carers Trust data, there were 125 requests for information from carers living within the Southam & Feldon JSNA area between 1st June 2017 to 31st December 2018²⁶. Furthermore, there were 72 new carers registered with the Carers Trust working with people within the Southam & Feldon JSNA area during this time period. In terms of the people cared for by new carers, 55.6% had a physical illness or disability, 43.0% had a mental health disability, and 9.7% were being cared for due to being elderly or frail.

SOCIAL CARE

This section includes information on both adult and children's social care and provides an overview of the Southam & Feldon JSNA area families attached to the Priority Families programme. The data for these areas is held and has been provided by Warwickshire County Council.

PRIORITY FAMILIES

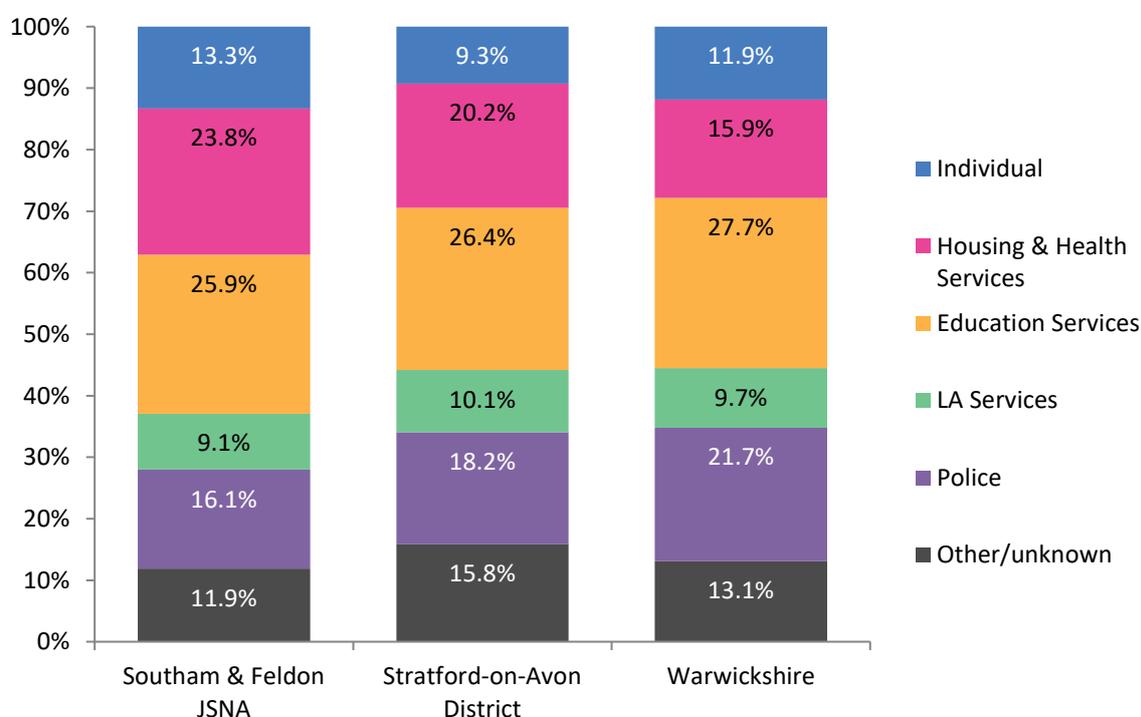
Between 1st September 2014 up to 31st October 2019, 5,293 families were attached to Phase 2 of the Priority Families programme in Warwickshire²⁷. Focusing on the Southam & Feldon JSNA area, there were 75 families attached to the programme. In terms of eligibility criteria, 100% of families meet the ‘child needing help’ criteria. Furthermore, 83% met the ‘absence of school’, 78% ‘health issues’, 76% ‘domestic violence/abuse’, 75% ‘crime and/or ASB’ and 75% ‘financial exclusion’.

CHILDREN’S SOCIAL CARE

There are a number of key measures that Warwickshire County Council focuses on in relation to children’s social care²⁸.

Multi-Agency Safeguarding Hub (MASH): There were 143 total referrals to MASH (1st April 2018 to 31st March 2019) concerning children residing in the Southam & Feldon JSNA area, a rate of 325.7 per 10,000 children, lower than the county average of 404.7 per 10,000 children. However, the rate of referrals in the LSOAs of Long Itchington East (759.9 per 10,000), Southam West (692.8 per 10,000) and Southam North (666.7 per 10,000) were higher. Figure 15 shows the proportion of the total number of MASH referrals for the Southam & Feldon JSNA area, Stratford-on-Avon District and Warwickshire, broken down by the source of the referral. In particular, the Southam & Feldon JSNA area has a slightly higher proportion of referrals made by housing and health services, and a slightly lower proportion made by the police and LA Services than the equivalent Warwickshire proportions.

Figure 15. Source of MASH referrals, 1st April 2018 to 31st March 2019



Source: Business Intelligence, Commissioning Support Unit, WCC

Children in Care: At 31st March 2019 there were 8 children in care in the Southam & Feldon JSNA area (at a rate of 18.2 per 10,000 child population). Within the Southam & Feldon JSNA area, the LSOA of

Long Itchington East (91.2 Children in Care per 10,000 children) had a higher rate than the county (55.5 per 10,000).

Child Protection Plan: At 31st March 2019 there were 14 children subject to a Child Protection Plan (CPP) in the Southam & Feldon JSNA area (at a rate of 31.9 per 10,000 child population), which was higher than both the district (24.7 per 10,000) and county average (28.0 per 10,000). Within the Southam & Feldon JSNA area, the LSOAs of Stockton (127.4 per 10,000) and Bishop's Itchington (92.9 per 10,000) had higher rates than the county.

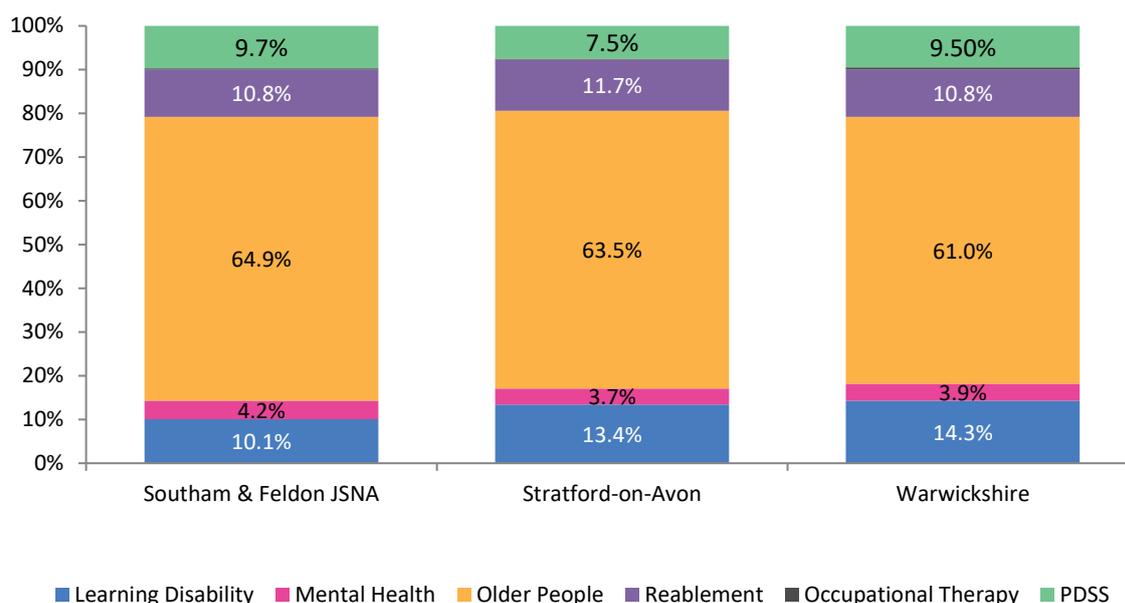
Child in Need Plan: Across Warwickshire there were 2,983 children subject to a Child in Need Plan at 31st March 2019 giving the county a rate of 257.3 per 10,000 children. In the Southam & Feldon JSNA area, there were 114 children (a rate of 259.6 per 10,000 children) subject to a Child in Need Plan. Within the Southam & Feldon JSNA area, the LSOAs of Southam West (572.3 per 10,000) and Long Itchington East (547.1 per 10,000) both had a higher rate than the county.

Children with disabilities: At 31st March 2019 there were 28 children with disabilities in the Southam & Feldon JSNA area, a rate of 63.8 per 10,000 children, higher than the district (53.9 per 10,000) and county averages (53.8 per 10,000).

ADULT'S SOCIAL CARE

One of the key adult social care measures that Warwickshire County Council focuses on is the number of service users²⁹. Between 1st January 2018 and 31st December 2019, 27 people aged 18 and over accessed social care services, which accounted for 1.5% of the Southam & Feldon adult population. This is split across three areas: residential/nursing, community and low level/preventative services. In Warwickshire (54.8%) and in Southam & Feldon (54.2%), the highest proportion of service users were accessing community services (which include home care, day care, supported living, extra care housing and direct payments). In the JSNA area 22.6% were accessing residential services (compared to a county figure of 22.5%). Residential services include care home services with and without nursing and specialist colleges. Ongoing low level/preventative services make up 23.2% in the JSNA, compared to 22.7% for Warwickshire.

Figure 16. Breakdown of Adult Social Care primary support reasons, 2018/19



Source: Business Intelligence, Commissioning Support Unit, WCC

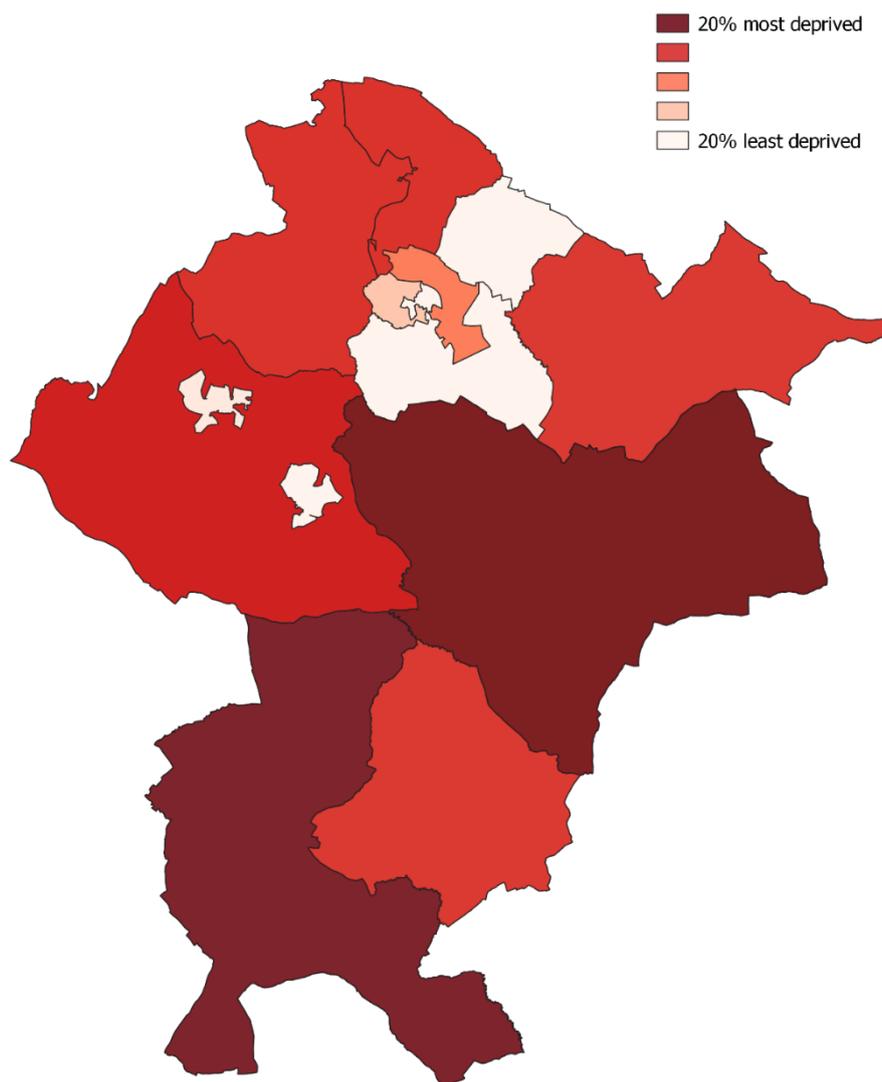
Focussing on the Southam & Feldon JSNA, it is useful to look at the breakdown of the primary support reason/package that users are accessing and compare it to the Warwickshire service user population. The majority of service users were accessing older people (aged 65+) packages (64.9%), slightly higher than the equivalent district (63.5%) and Warwickshire figure (61.0%) (Figure 16).

DEPRIVATION & POVERTY

INDEX OF MULTIPLE DEPRIVATION

The 2019 Index of Multiple Deprivation (IMD) measures relative deprivation in small areas (LSOAs)³⁰. No LSOAs within the JSNA area feature in the top 10% most deprived nationally in the overall IMD. Furthermore, the LSOA of Harbury is in the top 10% least deprived nationally in the overall index. However, in the barriers to housing and services domain (Figure 17), two LSOAs – Burton Dassett LSOA and Ladbroke & Priors LSOA – are in the top 10% most deprived areas nationally for this domain (Figure 16).

Figure 17. Index of Multiple Deprivation barriers to housing and services domain, 2019



Source: IMD, Ministry of Housing, Communities & Local Government, 2019

POVERTY

In Southam and Feldon area, 9.5% of households were classed as fuel poor in 2017³¹. This equates to 861 households. Whilst this is slightly lower than the county rate (10.1%), there is variation within the JSNA area itself. Indeed, the Ladbroke & Priors LSOA had a fuel poverty rate of 14.2%, and ranked 27th highest out of all 339 Warwickshire LSOAs. Furthermore, the Burton Dassett LSOA ranked 55th highest for fuel poverty (12.2%) out of all 339 Warwickshire LSOAs.

Enquires to Citizens Advice provide an indicator of the scale of need and supply within a community across a range of issues. In 2018/19, there were 2,067 enquiries from residents living in the Southam & Feldon JSNA area (a 36.6% increase since 2016/17). Of these, almost a third (31.7%) were related to benefits, tax credits and Universal Credit issues, and 23.1% were related to debt. The top three issues for benefits and tax credit enquiries were regarding personal independence payments, Employment Support Allowance, and housing benefit. There has been a 10.5% increase in the number of enquiries

regarding benefits and tax credits between 2017/18 and 2018/19. Almost a third (30.6%) of all Southam & Feldon Citizen Advice appointments in 2018/19 were with residents from two LSOAs: Southam West (19.3%), and Long Itchington East (11.3%).

ECONOMY

EMPLOYMENT, INDUSTRY & OCCUPATION

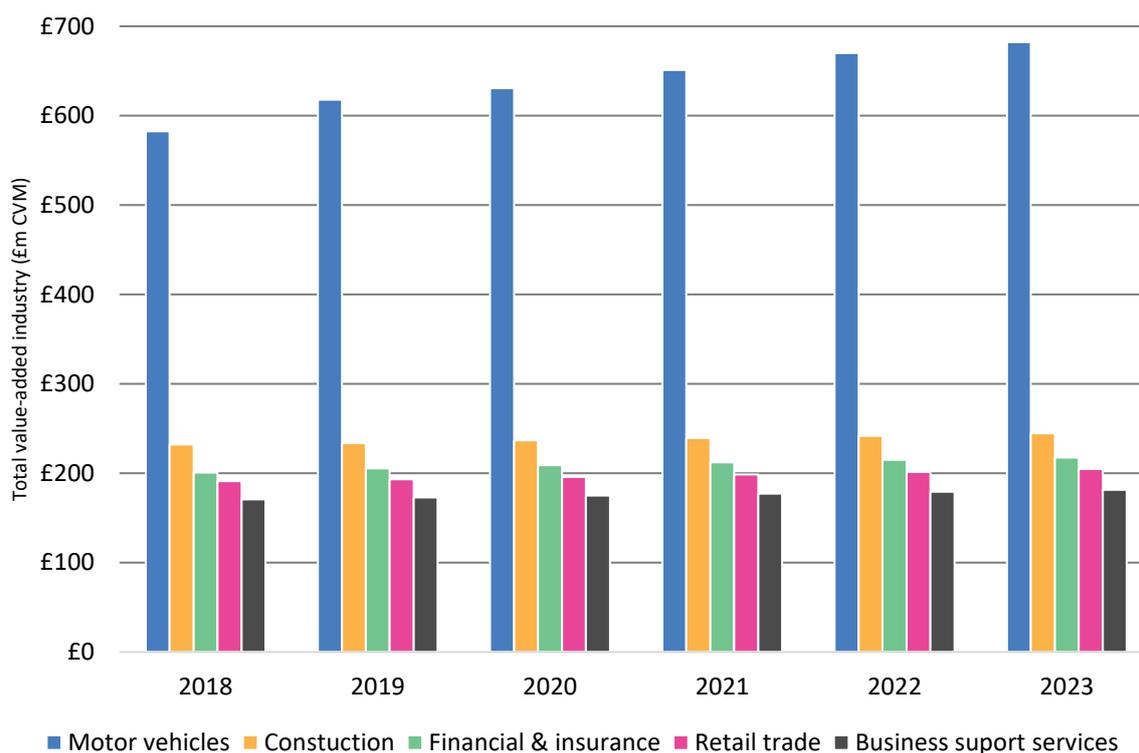
Of particular interest is the proportion of the 16 years old and over population with a highest level of qualification being Level 4 or above (degree-level or above). According to Census 2011 data, in the Southam & Feldon JSNA area, 32.5% of the population had a degree, which is higher than the county rate (28.8%). At the other end of the spectrum, 18.8% of residents aged 16 years and over had no qualifications – the county figure was 21.6%³².

According to the Business Register and Employment Survey (BRES), accommodation and food services (12.5%), professional, scientific & technical (11.7%), manufacturing (9.3%) and education (9.2%) were the industries with the largest proportion of employees working at locations within the Southam & Feldon JSNA area in 2018³³. This does not necessarily mean that people living in the JSNA work in those sectors, but rather those are the sectors within the JSNA area where there are the most jobs.

Industry and occupational growth data shows top five industries employing people in the Stratford-on-Avon District in 2018 were the motor vehicles industry (8,300), business support services (6,100), retail trade (5,900), education (5,700), and construction (5,300)³⁴. The top five occupations that people in Stratford-on-Avon District in 2018 were most likely to work in were elementary clerical/service (9,500), admin and clerical occupations (6,200), corporate managers (5,500), sales occupations (5,300) and business/public service (and associated professions) (4,900). The top five industries in Stratford-on-Avon District that are predicted to add the most value to the economy in monetary terms (2018-2023) are presented in Figure 18.

In terms of occupation, a markedly higher proportion of Southam & Feldon's total working population were employed in professional occupations (24.9%) than the equivalent for Warwickshire (18.1%) in 2011³⁵. In the Harbury LSOA, the proportion of professional residents was 27.6% whilst only 11.5% of residents living in Southam West LSOA were working in professional occupations. Conversely, the proportion of Warwickshire employees in elementary occupations (12.0%) was higher than the proportion in Southam & Feldon (9.1%).

Figure 18. Estimated total value-added (£m CVM) by top 5 industries in Stratford-on-Avon District



LEFM forecasts, 2018

The employment rate (the number of people in employment expressed as a percentage of all people aged 16-64 years) for Stratford-on-Avon District was 76.1% for the period July 2017-June 2018³⁶. This figure is slightly higher than the Warwickshire average (80.7%). The unemployment rate for this time period was 2.7%. In the Southam & Feldon JSNA area, there were 247 people claiming Universal Credit in May 2019, up from 56 people in May 2018 and 13.0% of all claimants in the JSNA area live in the Southam West LSOA. It should be noted here that Universal Credit has been rolled out over a period of time (beginning at Jobcentres in 2013, with the a full move completed by 2023).

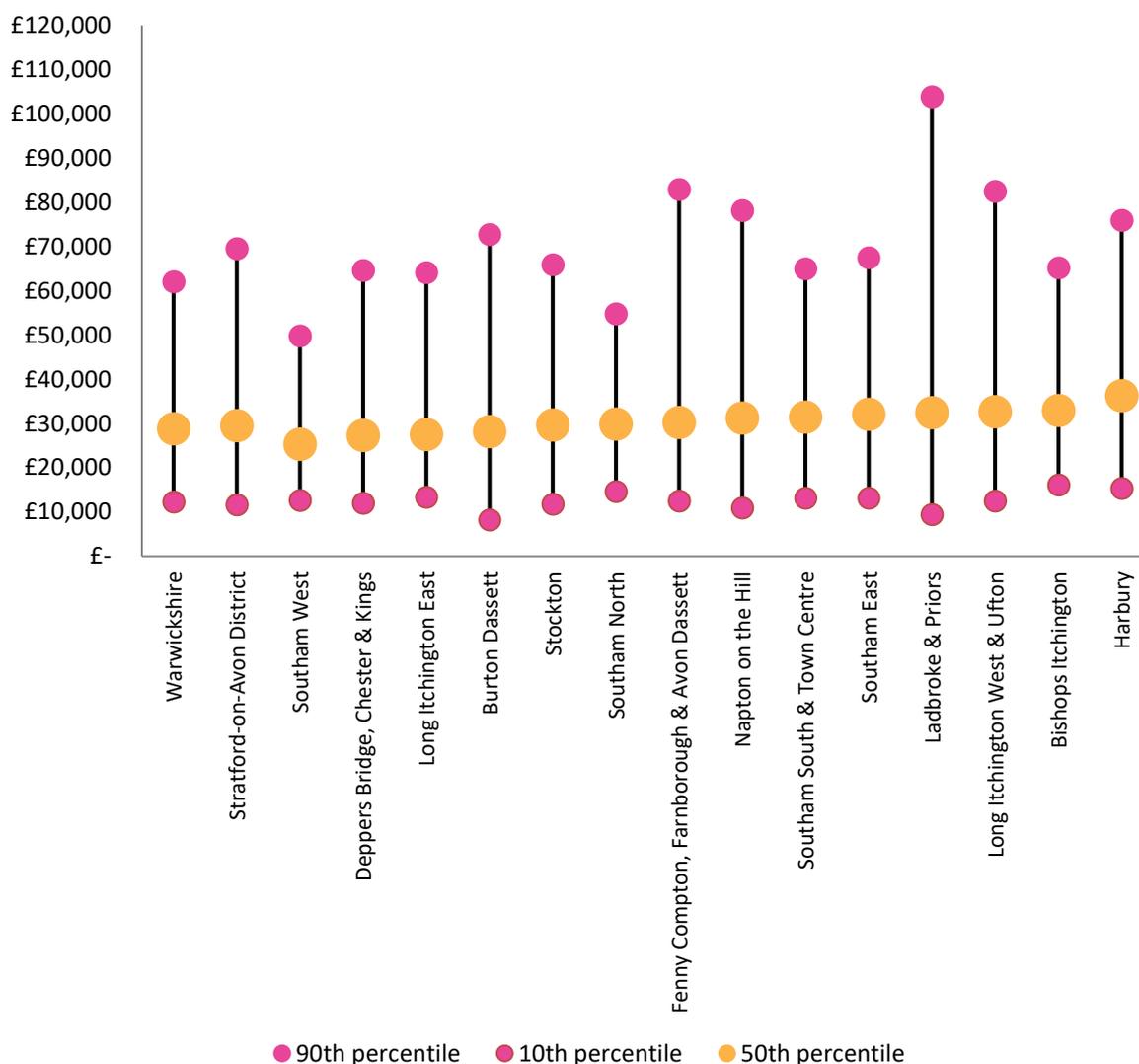
INCOME & AFFORDABILITY

The median gross annual resident salary for full-time workers living in Stratford-on-Avon District was £31,560 in 2017, a rise from £29,968 in 2013 (+5.3%). This is the second highest salary (behind Warwick District). However, the median gross annual resident salary for women in Stratford-on-Avon District was the highest in Warwickshire at £26,891 in 2017³⁷.

ONS have released experimental income statistics on PAYE and benefits for household-level income for the tax year 2015/16 to show the distribution of income at LSOA-level³⁸. There were five LSOAs in Warwickshire with a gross annual household income below the Warwickshire 10th percentile average (£12,250), one of which is in the JSNA area – Burton Dassett LSOA (£8,211). However, there were twelve LSOAs with a gross annual household income above the Warwickshire 90th percentile average (£62,042), in particular Ladbrooke & Priors (£103,850) and Fenny Compton (£82,876) in the Southam & Feldon JSNA area.

Interestingly, the ‘gap’ between the average gross pay for the 10th percentile and the 90th percentile was £49,792 for Warwickshire and £57,852 for Stratford-on-Avon District and only three LSOAs in the JSNA area had a smaller gap than the county average – Bishop’s Itchington (£49,124), Southam North (£40,175, Southam West (£37,183). However, there was a substantial difference between the average household incomes of those in the 10th and the 90th percentiles in Ladbroke & Priors LSOA, a disparity of £94,474 (Figure 19).

Figure 19. Equivalised gross household PAYE and benefits income (10th percentile/90th percentile and 50th percentile) for Warwickshire, Stratford-on-Avon District and LSOAs within the Southam & Feldon JSNA area, 2015/16

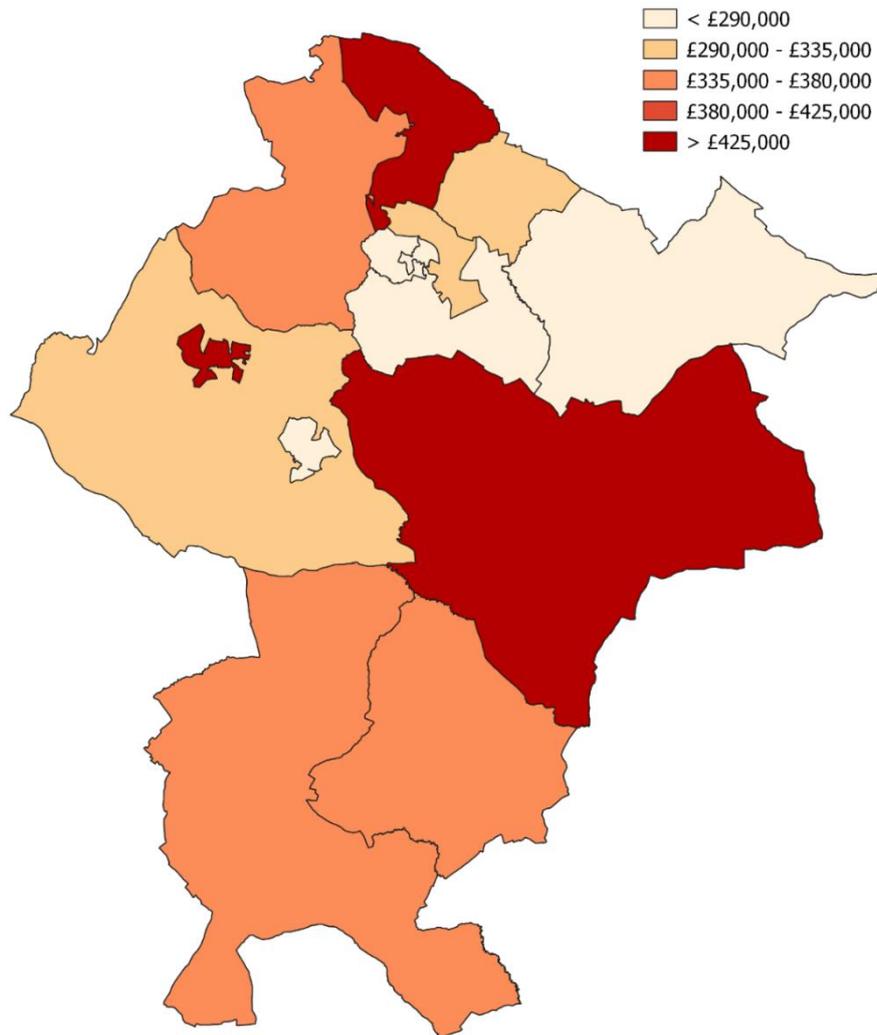


Source: ONS, 2016

In terms of house price affordability, a Stratford-on-Avon District resident would need 9.35 times of the average annual household income to be able to afford the average-priced house in the district of £295,000 in 2017³⁹. Ten years ago, a resident would have required 8.2 times the average annual salary to be able to afford an average priced house in the district of £229,000. In short, residents require a higher proportion of their income to purchase a house now than they did ten years ago. This suggests that buying a house is becoming more and more unaffordable for many people. It may also indicate

that there is a lack of supply and/or strong demand for housing in these areas with increased competition for housing that is for sale. However, average house prices vary considerably within the JSNA area. For the year ending June 2019, the largest house price affordability gap would be in the Ladbroke & Priors LSOA where a resident would need 17.2 times of the average annual household income (£27,258) to be able to afford the average-priced house (£470,000). Figure 20 shows the median price paid for residential properties (for year ending June 2019) by LSOA in the Southam & Feldon JSNA.

Figure 20. Median price paid for residential properties in Southam & Feldon (year ending June 2019)



Source: ONS, 2019. Crown Copyright and database right 2020. Ordnance Survey 100019520.

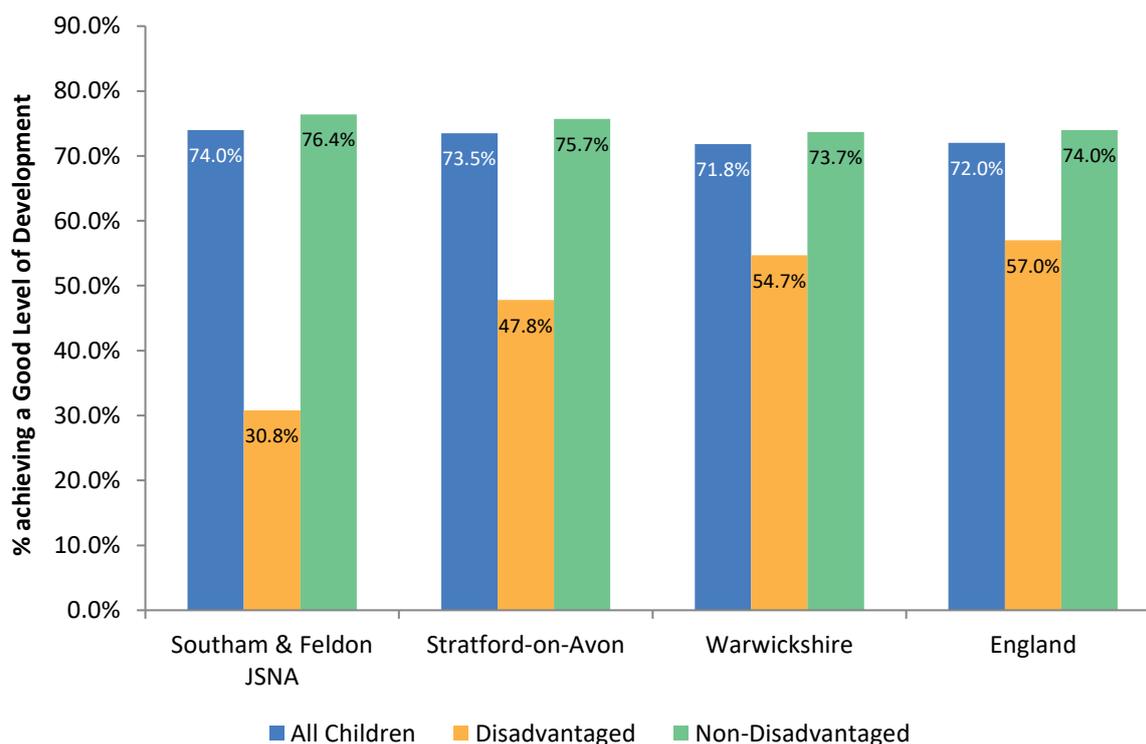
EDUCATION

EARLY YEARS

The proportion of children living in the Southam & Feldon JSNA area achieving a good level of development (GLD) in 2019 was 74.0%. This figure is slightly higher than the district (73.5%) and the

county (71.8%) averages, although slightly lower than in 2018 (75.1%)⁴⁰. However, children in Southam & Feldon who are categorised as disadvantaged were markedly less likely to achieve a GLD in 2019 than disadvantaged children in the district, county and nationally (Figure 21). In 2019, the gap between those children who are disadvantaged and those who are not in terms of school readiness in Southam & Feldon is larger (45.6 percentage points) than Stratford-on-Avon District (27.9 percentage points) and Warwickshire (19.0 percentage points). The Southam & Feldon gap (45.6 percentage points) has also increased on the equivalent 2018 figure (31.0 percentage points).

Figure 21. Percentage of children achieving a Good Level of Development (school readiness), 2019



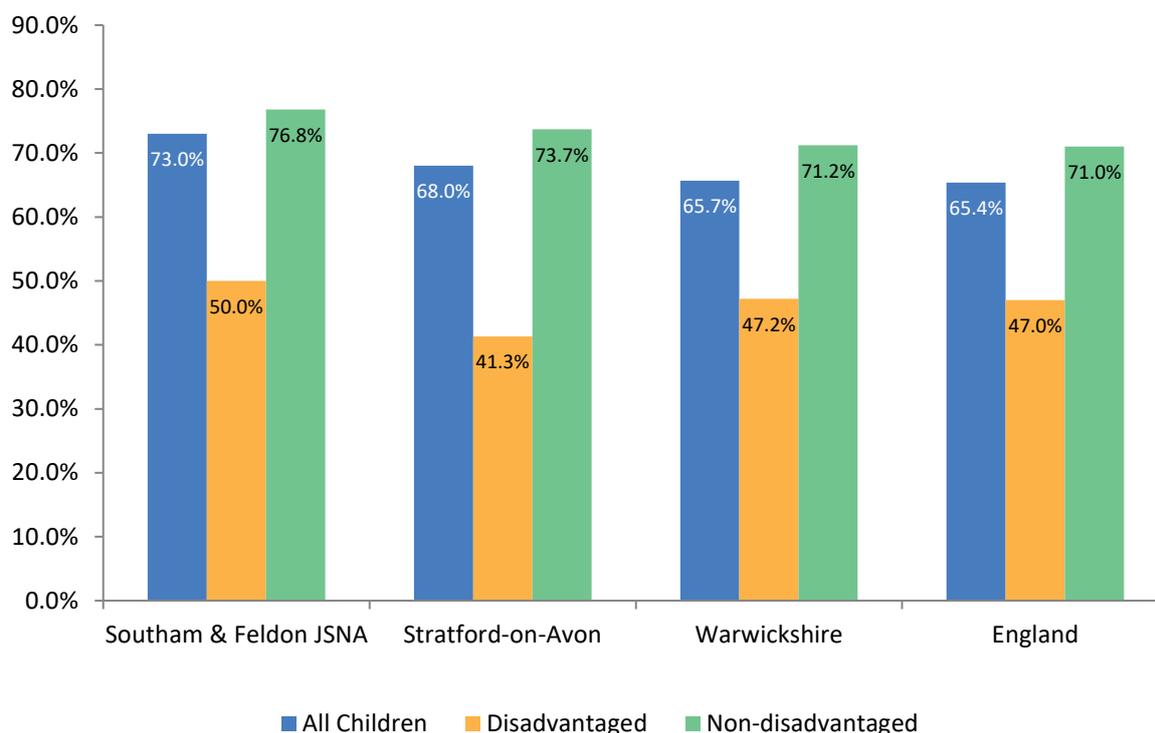
Source: Business Intelligence, Commissioning Support Unit, WCC

END OF PRIMARY SCHOOL ATTAINMENT – KEY STAGE 2

In 2019, 76.8% of children achieved the Expected Level of Development (ELD) at the end of Key Stage 2 (10-11 year olds) for Reading, Writing and Maths in the Southam & Feldon JSNA area compared to 73.7% in Stratford-on-Avon District and 71.0% in Warwickshire. This was an increase on 2016 (58.8%), 2017 (74.5%) and 2018 (74.8%) results. However, only 43% of all children in Deppers Bridge, Chester & Kings LSOA achieved the ELD in 2019.

Furthermore, children in the Southam & Feldon JSNA area who are categorised as disadvantaged were markedly less likely to achieve the ELD in 2019 than disadvantaged children in the district, county and nationally. In 2019, the gap between those children achieving the ELD who are disadvantaged and those who are not was 23.0 percentage points in the Southam & Feldon JSNA area, similar to the district (26.7 percentage points) and wider than the county (18.5 percentage points) figures (Figure 22). The gap has, however, decreased from a 30.7 percentage point gap in the previous year.

Figure 22. Percentage of children achieving the Expected Level in Reading, Writing and Maths, 2019



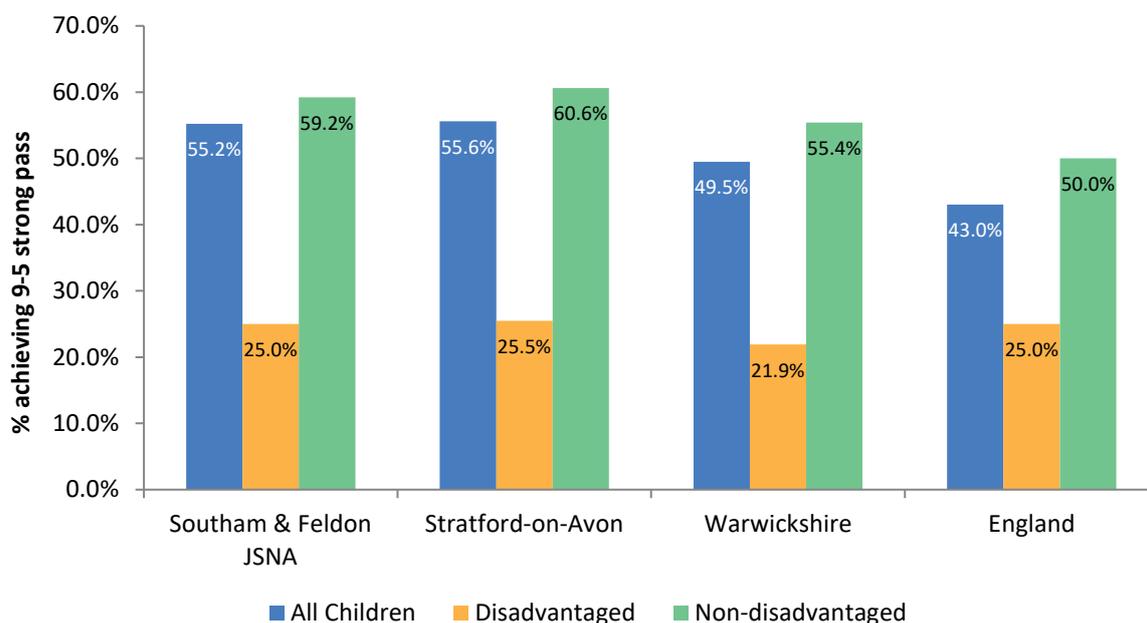
Source: Business Intelligence, Commissioning Support Unit, WCC

END OF SECONDARY SCHOOL ATTAINMENT – KEY STAGE 4

In 2019, 55.2% of students living in the Southam & Feldon JSNA achieved a 9-5 (strong pass) in English & Maths compared to 55.6% in Stratford-on-Avon District and 49.5% in Warwickshire. In Ladbroke and Prior, only 13% of all children achieved a 9-5 strong pass in 2019.

The gap between those who are disadvantaged achieving a strong pass and those who are not is smaller (34.2 percentage points in Southam & Feldon) than the district (35.1 percentage points) but larger than the county (33.5 percentage points) (Figure 23). Southam & Feldon has the ninth largest percentage point gap between disadvantaged pupils and those who are not of all twenty-two JSNA areas. Also, the gap has grown since 2017 when it was 20.6 percentage points. This is due to a decrease in the proportion of disadvantaged students achieving the Key Stage 4 measures (34.8% in 2017 to 25.0% in 2019) and an increase in the performance of non-disadvantaged students (55.4% in 2017 to 59.2% in 2019).

Figure 23. Students achieving the new Key Stage 4 measures of 9-5 strong pass including English and Maths, 2018



Source: Business Intelligence, Commissioning Support Unit, WCC

FREE SCHOOL MEALS (FSM)

In 2019, there were a lower proportion of school children residing in the Southam & Feldon JSNA area who were eligible and registered for free school meals (FSM) (Nursery to Year 13) (5.2%) compared to Stratford-on-Avon District (8.6%) and Warwickshire (11.3%). However, there were a higher percentage of school children living in the Southam West LSOA (10.1%) and Deppers Bridge, Chester & Kings LSOA (9.9%) eligible and registered for FSM compared to the district average.

PUPIL ABSENCE

Since the 2015/16 academic year, a pupil has been classified as a persistent absentee if they miss 10% or more of their possible sessions. In the Southam & Feldon JSNA area, the pupil absence rate for 2018/19 was similar (8.3%) to that of Stratford-on-Avon District (8.2%) and slightly lower than the county rate (10.1%). The highest absence rates in the JSNA area were in the LSOAs of Deppers Bridge, Chester & Kings (13.0%) and Ladbroke & Priors (12.4%).

SPECIAL EDUCATIONAL NEEDS & DISABILITY (SEND)

In January 2019, 2.6% of children residing in the Southam JSNA and attending a state-funded school in Warwickshire had an Education, Health and Care Plan (EHCP), which is slightly lower than the county average (3.1%)⁴¹. The most common primary Special Education Needs and Disability (SEND) need resulting in an EHCP was Severe Learning Difficulty (SLD) (23.1%), and Social, Emotional and Mental Health (SEMH) (23.1%). Autistic Spectrum Disorder (ASD) (17.9%) and Moderate Learning Difficulty (MLD) (14.1%) were the next most common SEND need.

OFSTED

In 2019, 94.0% of children residing in the Southam & Feldon JSNA area attended a 'good' or 'outstanding' school (according to Ofsted School Inspections). This is slightly higher than the district (93.2%) and county figures (87.0%).

COMMUNITY SAFETY

CRIME & ANTI-SOCIAL BEHAVIOUR

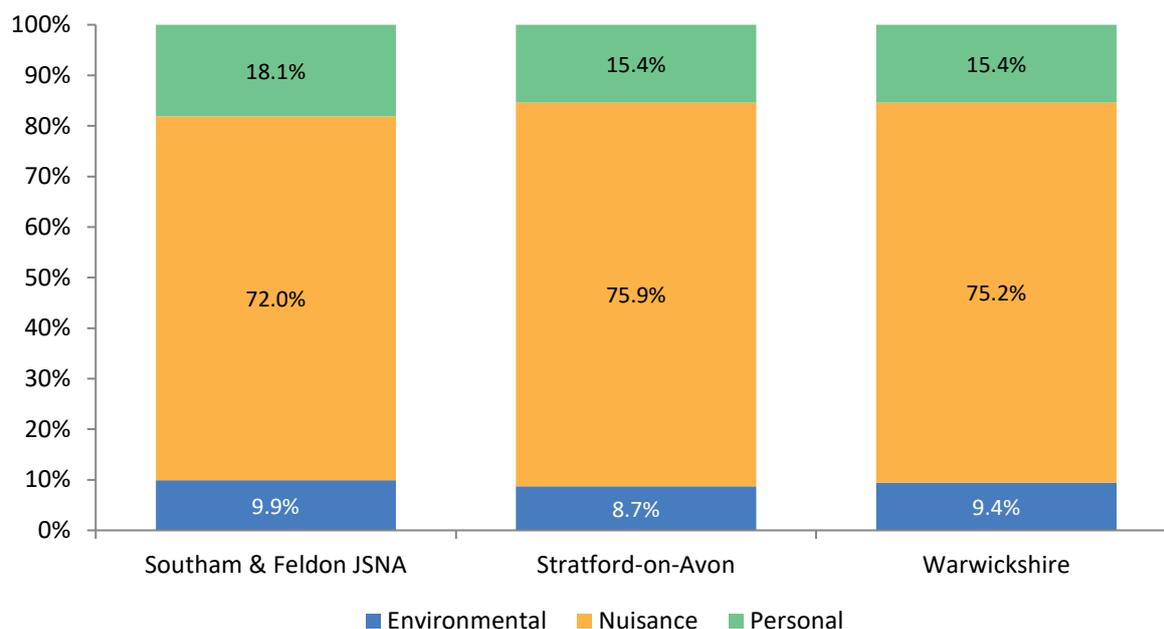
Between September 2018 and August 2019, across the Southam & Feldon JSNA area there were a total of 1,209 crimes but the JSNA area had a lower crime rate (55.9 per 1,000 population) when compared to both the district (59.4 per 1,000) and county (73.4 per 1,000)⁴². The crime rate has, however, fallen between 2017/18 and 2018/19 (from 53.7 per 1,000 population). The LSOA with the highest crime rate was Deppers Bridge, Chester & Kings (159.7 per 1,000 population), ranked 16th highest of all 339 Warwickshire LSOAs.

According to Warwickshire Police STORM Incident System data, there were 226 domestic abuse incidents reported to the police that occurred at a location within the boundaries of the Southam & Feldon JSNA area between 1st July 2017 and 30th June 2018⁴³. This equates to a rate of 10.7 per 1,000 population, which is slightly higher than the district figure (9.1 per 1,000) and slightly lower than the county figure (13.05 per 1,000). The LSOAs of Deppers Bridge, Chester & Kings (16.42) and Southam North (16.24) have the highest rate per 1,000 population in the area. However, a higher rate is not necessarily negative and could show a confidence in the reporting of domestic abuse incidents to the police.

There were a total of 243 anti-social behaviour (ASB) incidents (for the 12 month period September 2018 to August 2019) in the Southam & Feldon JSNA area⁴⁴, a rate of 11.3 per 1,000 population. This was slightly lower than the district (16.9 per 1,000) and county (22.8 per 1,000) figures. The ASB rate for the JSNA area has decreased slightly from 14.7 per 1,000 population in 2017/18.

Figure 24 details the proportion of ASB incidents by category and shows the JSNA area had a slightly higher rate of environmental incidents compared to the district and county figures. A contributory factor in this may be due to largely rural make-up of the area. Indeed, the two LSOAs with the most ASB incidents were Deppers Bridge, Chester & Kings, and Southam South & Town Centre.

Figure 24. ASB incidents by category, 2018/19



Source: STORM Incident System, Warwickshire Police

ROAD SAFETY

Warwickshire County Council’s Road Safety Intelligence Team manages data in relation to road traffic collisions. The total number of road traffic collisions (RTCs) where an injury has been sustained in the Southam & Feldon JSNA area in 2018/19 was 43 (down from 71 in 2017/18). In 2018/19, 7.0% (n=3) of RTCs were classed as ‘fatal’ (compared to 7.0%, n=5 in 2017/18), 18.6% (n=8) were classed as ‘serious’ and 57.4% (n=32) as ‘slight’. Almost a third (32.6%) of all RTCs in 2018/19 occurred in Deppers Bridge, Chester & Kings LSOA and Burton Dassett LSOA – these are more rural areas with faster country lanes, and both are intersected by the M40⁴⁵.

RURAL & SOCIAL ISOLATION

Loneliness and social isolation is now more widely recognised as being a public health issue. It is associated with harm to mental and physical health, as well as having broader social, financial and community implications.

Through consultation with stakeholders it has emerged that social and rural isolation is an issue for some residents of the Southam and Feldon JSNA area, namely the elderly, those with medical conditions and those residing in rural areas furthest away from larger town and village centres. There are particular concerns over elderly people not having access to reliable, cost effective and suitable (assisted) public and community transport to access local health and community wellbeing services, high numbers of unpaid carers, and a lack of youth activities in rural areas.

Previous research detailed in the WCC Public Health Report: Loneliness and Social Isolation in Warwickshire Needs Assessment⁴⁶ noted that the risk of loneliness and social isolation is mainly

centred around larger towns. However, Southam ward is identified as containing approximately 1-18% of households at risk of loneliness.

In 2011, the Southam West LSOA had a higher proportion of households with no access to a car/van (22.0%) than the Warwickshire rate (17.6%)⁴⁷. However, in 2011, 52% of residents in the JSNA were driving a car or van as their method of travel to work and this is the third highest proportion of all 22 JSNA areas.

More recently, the Department for Transport have produced journey time statistics at LSOA-level to understand the travel time to access key services – employment centres, primary schools, secondary schools, further education, GPs, hospitals, food stores, town centres, and pharmacies – via three modes of travel – public transport/walking, cycling, and by car⁴⁸. All households within the JSNA area are a maximum of 15 minutes via car from the nearest GP surgery (Ladbroke & Priors LSOA residents are 14 minutes travel time away). The shortest travel time was a 4 minute and 5 minute walk for residents of Bishop's Itchington and Southam South & Town Centre LSOAs respectively. It would, however, take residents of Ladbroke & Priors LSOA over an hour (62 minutes) via public transport/walking to get to a GP surgery.

It was also suggested through consultation that there are high numbers of unpaid carers, particularly in the more rural areas of the JSNA. Indeed, in 2011, 14.0% of the population of Long Itchington West & Ufton LSOA were providing some form of unpaid care (the county rate is 10.9%). Furthermore, five other LSOAs had a higher proportion of people providing unpaid care than the county average: Deppers Bridge, Chester & Kings (13.0%), Southam South & Town Centre (11.5%), Napton on the Hill (11.5%), Ladbroke & Priors (11.4%), Bishop's Itchington (11.0%).

LOCAL KNOWLEDGE

The following section includes data and information from local residents and stakeholders to highlight the health and wellbeing needs of people living in the Southam & Feldon JSNA area.

SOUTHAM & FELDON STAKEHOLDER EVENT

A stakeholder engagement event to understand the health and wellbeing needs of people living in the Southam & Feldon JSNA area took place at the Fenny Compton Village Hall on Wednesday 11th December 2019. The event included a presentation of the initial analysis and group sessions to discuss the data presented. First, participants discussed their overall impressions of the data presented, whether, in their opinion, this was an accurate description of the area, and the themes and emerging issues coming out of the data. Second, four emerging themes (identified from initial data analysis) were discussed in more detail:

- Promoting healthy ageing (circulatory, bone health, and staying active in older age)
- Mental health and wellbeing
- Loneliness and rural/social isolation
- Children and younger people

Participants were asked to discuss each theme, identify any current local work in this area and to tell us more that could contribute to tackling the health and wellbeing needs of people living in the Southam & Feldon JSNA area. The key findings from the stakeholder event are presented below (a full set of notes from the stakeholder event is presented in the Appendix).

General themes – the main themes highlighted during the first table top discussions were:

- The JSNA covers a large geographical and diverse area.
- There is a perceived reliance on individuals/small community groups. Concerns regarding the sustainability of community assets (value for money when limited useage).
- Lack of facilities, services and opportunities for younger people.
- Public transport is minimal and there were concerns regarding social isolation.
- Lack of GP surgeries (a rapidly growing population / new build developments).
- Loss of community police and concerns regarding crime.

Promoting healthy ageing (circulatory, bone health, and staying active in older age)

- Concerns regarding HS2 and its risk to both mental and physical health (e.g. traffic, noise, and its location in separating where secondary care services are accessed).
- Encouragement to improve poor circulatory health by focusing initiatives on smoking, high cholesterol, diet and exercise.
- Perceived lack of access to GPs and pharmacies (for treatment of high blood pressure, encouragement to make lifestyle changes). Need a stronger link between GPs and third sector (e.g. integrating district nursing and GP services, Fitter Futures).

Mental health and wellbeing

- Impact of social media on mental health and wellbeing (particularly young people).
- Consideration of life events (i.e. unemployment, illness, loss of transport, isolation) on mental health.
- Promotion of resources (e.g. South Warwick Mental Health Directory) and replication of successful projects identified in other JSNA areas (i.e. Alcester's Young People trained as Mental Health Ambassadors for peers). Southam Town Council working towards being a Dementia Friendly Community. Develop partnerships to deliver outreach to rural areas.
- Provide training (e.g. mental health first aid training, suicide prevention online training, Dementia Friends training).

Loneliness and rural/social isolation

- Perceived lack of maternity support to new parents.
- Impact of unemployment/redundancy (drop in income) and the knock-on effect of not being able to afford transport/losing social connections.
- Lack of public transport.
- Place-based nursing teams report difficulty in getting care agencies to take on people living in rural areas – this increases social isolation (mental health) as well as the impact on physical health.

- Suggestion to utilise faith groups and local facilities (e.g. coffee mornings, drop-ins), nurture neighbourliness within the community (either formally or informally, volunteer support), and use social media to instigate intergenerational working.

Children and younger people

- Lack of provision/youth services for teenagers and younger people. Now, due to new housing developments/population growth, there are more and more younger people living in the area and this needs to be taken into account.
- Stigma associated with closer/smaller communities when public services are involved with families.
- Utilise community assets to train and 'bulk up' the offer in rural locations (e.g. Badger Valley Children's Centre).
- Schools have an important role in the wellbeing of children in rural areas (e.g. holiday hunger activities, holiday camps).
- Need to liaise with young people living in rural areas about what activities/services they would like/benefit from.

Furthermore, Stratford District Council provided data from their 2019 Residents Survey⁴⁹. In total, the survey received over 1,800 postal self-completion questionnaire responses, 234 from residents residing in the Southam & Feldon JSNA area. A summary of the key findings relating to the Southam & Feldon JSNA are presented below, and a full summary is included in the Appendix:

- 62% of Southam & Feldon residents stated that health services were most important in making somewhere a good place to live, higher than the Stratford District average (57%).
- 43% of Southam & Feldon residents stated that the level of traffic congestion most needs improving. However, the level of crime (38%) and public transport (39%) were both higher than the Stratford District average (27% and 32% respectively).
- 49% of Southam & Feldon residents stated they were 'very satisfied' with the local area as a place to live. The equivalent Stratford District figure was 46%.

COMMUNITY ASSETS

It is difficult to keep an up-to-date list of local assets, particularly when many projects are short term and times or location of events can change. However, in December 2019, research and information gathering was undertaken in order to identify current community assets within the JSNA area of Southam & Feldon.

Community assets have been grouped into 10 broad themes. An individual community asset can appear across multiple themes (for example, a dementia café would feature in Older People, Advice & Support, Health & Wellbeing, and Community Cafes and Foods). Southam & Feldon's community assets are listed in Figure 25 and presented in the Appendix.

Figure 25. Count of community assets by theme in Southam & Feldon JSNA Area, December 2019

Theme	Count
1 - Children & Families	19
2 - Young People	15
3 - Older People	10
4 - Community Venues & Meeting Points	40
5 - Community Organisations & Social Groups	12
6 - Leisure & Recreational Activities	45
7 - Advice & Support	4
8 - Community Cafes & Foods	9
9 - Health & Wellbeing	18
10 - Education & Learning	17

The themes with the largest number of community assets were Leisure & Recreational Activities and Community Venues and Meeting Points. The theme with the fewest community assets was Advice & Support. Geographically, the majority of community assets located in more populous areas of the JSNA. Also, it is likely that people may travel into other neighbouring JSNA areas/towns (Leamington, Stratford-upon-Avon, for example) to access services (see Appendix A for a map and list of community assets in the area). It is important to recognise that community assets are changing all the time due to changes in demand and resources to meet the demands of changing populations.

CONSULTATION

This section presents the findings of a Joint Strategic Needs Assessment survey administered to professionals (those working in the JSNA area) and residents (those living in the JSNA area). The findings presented below are based on responses to the surveys between 1st June 2018 and 18th February 2020.

Professionals: Four respondents identified themselves as a professional working in the Southam & Feldon JSNA area. Respondents were asked to select priorities for improvement for specific age groups. Figure 26 summarises the priorities selected.

Figure 26. Professionals: priority area for improvement

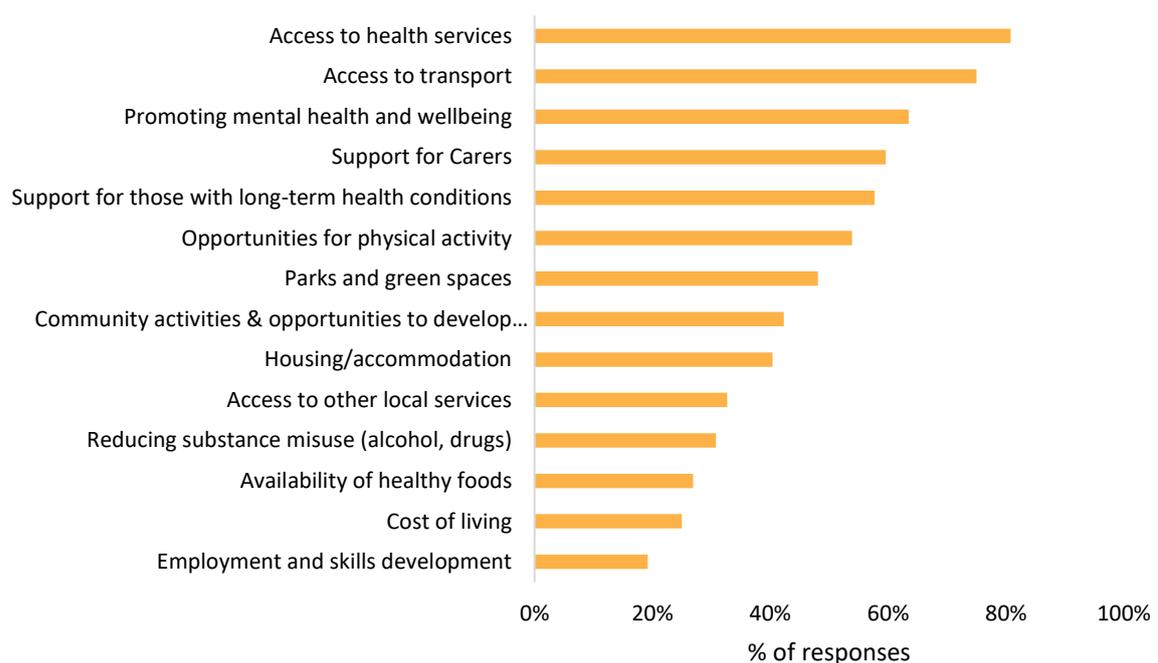
Age Group	Priority 1	Priority 2	Priority 3
Parent & Infant	Mental health & wellbeing	Access to health services	Healthy lifestyles (e.g. be active, eat healthily, stop smoking)
Older People	Support for those with long-term health conditions	Community activities and opportunities to develop social networks	Support for carers
All ages	Mental health & wellbeing	Healthy lifestyles (e.g. be active, eat healthily, stop smoking)	Parks and green spaces

Source: JSNA Professionals online survey, 2020

When asked, in their experience of working in the Southam & Feldon JSNA area, to rank the top three potential barriers to improving health and wellbeing of the local population, 'lack of funding' was selected by three of the four respondents. The next most commonly selected potential barrier was 'lack of interest to improve health and wellbeing'.

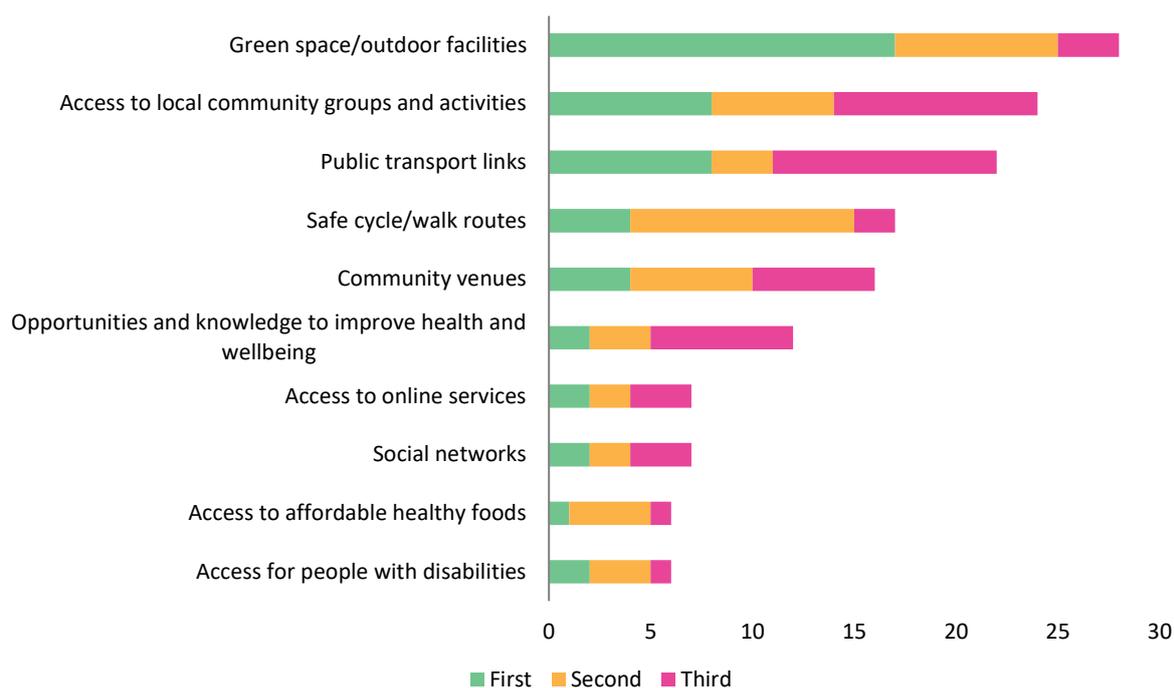
Residents: 52 respondents identified themselves as a resident living within the Southam & Feldon JSNA area. Residents were asked to select, from a number of options, which issues they felt were priorities for health and wellbeing in the local area (Figure 27). The top issues selected included access to health services (42), access to transport (39), promoting mental health and wellbeing (33), support for carers (31), and support for those with long-term health conditions (30).

Figure 27. Residents: priority areas for health and wellbeing



Residents were also asked, from a list, the top three things that they value in the local area which support positive health and wellbeing. Figure 28 highlights that green space / outdoor facilities was most likely to feature in residents' top three, followed by access to local community groups and activities, and public transport. It should also be noted that public transport links were selected as first choice by 21% of all respondents, and highlights the rural nature of the JSNA area.

Figure 28. Residents: top three things in the local area which support positive health and wellbeing



These priorities were reiterated when respondents were asked to suggest three things that could be better in the local area to improve health and wellbeing. Areas for improvement that were mentioned most frequently were:

- Public transport / traffic improvements / road(side) maintenance
- Access to health services
- Access to mental health support services
- More community venues
- Opportunities for volunteering and support for carers
- Improvements to local community facilities/amenities
- Crime/community safety
- Information/promotion of local activities which support health and wellbeing
- Information/promotion of local activities which support education and learning

Residents were also asked what local activities/events they would like to see in the area. Activities that were mentioned most frequently were:

- Neighbourhood projects/village get togethers (e.g. local litter picks, community days/events)
- Wider choice of local clubs (e.g. singing, gardening, craft groups)
- Facilities/activities/provisions for young people
- Exercise opportunities (classes, clubs, local running/cycling events, outdoor gym equipment)
- Dementia / mental health support
- A Wellbeing/Health Fair
- Mobile library

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