

PLACE BASED NEEDS ASSESSMENT

WELLESBOURNE, KINETON & SHIPSTON

Warwickshire Joint Strategic Needs Assessment

July 2020



REPORT DETAILS

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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

- In 2018, the population of the JSNA was 28,322 (mid-2018 population estimates) meaning it is ranked 11th largest of the 22 JSNA areas in Warwickshire and comprised 22% of the Stratford-on-Avon District population – an increase of 945 (3.5%) since the 2011 Census.
- At LSOA level, the greatest increase in population has been in the Wellesbourne East, Walton & Airfield LSOA which increased by 1,248 (49.6%) from 2011 to 2018.
- The population of the JSNA has smaller population proportions for most age groups under 45 years (43.3%) than the county population (52.3%). However, the 65-84 year age group (23.0%) is considerably larger than that for the county (17.9%).
- The gender split (48.0% males, 52.0% females) is wider than that for Warwickshire as a whole – 49.4% male and 50.6% female.
- The population of Stratford-on-Avon District is expected to increase by 8,300 to 131,600 (6.7%) by 2041 with those aged over 90 expected to increase by 184.5%. It is unclear how this will impact on the JSNA area.
- ONS estimates suggest there will be a 11% increase in households in Stratford-on-Avon District by 2041. However, local plans within the county show there are plans to build 14,600 more houses (27%) suggesting a likely population increase of over 35,000.
- In 2018, 42.7% of residents in the Wellesbourne, Kineton & Shipston JSNA area fell within the Mosaic household classification of 'Country Living'; 28.3% were classified as 'Rural Reality' and 8.2% were classified as 'Prestige Positions'.
- At LSOA level, six LOSAs each have more than 95% of their households classified as 'Country Living' or 'Rural Reality' which illustrates the largely rural nature of the JSNA area.
- In 2011, the proportion of housing ownership in Wellesbourne, Kineton & Shipston at 72.0% was very similar to the average for the district (71.8%) and Warwickshire (70.0%).
- In June 2019, average residential prices at £369,134 in Stratford-on-Avon District were considerably higher than the county average (£297,007).

HEALTH

- In 2017 there were 262 live births to women aged 15-44 in Wellesbourne, Kineton & Shipston (fertility rate 65.9 per 1,000) compared to the Warwickshire fertility rate of 61.5 per 1,000.
- Male life expectancy at birth was 83.3 years (the highest of the 22 JSNA areas in Warwickshire) and 86.1 years for females (the third highest by JSNA area) in 2016-18.
- Data for 3 GP practices (Shipston Medical Centre, Hastings House Surgery and Vale of Red Horse) representing 87.5% of all Wellesbourne, Kineton & Shipston residents is included within this report.
- In 2018/19, estimated levels of obesity amongst adults (aged 18+) were significantly lower than the England rate of 10.1% at Hastings House (6.2%) and Vale of Red Horse (7.6%).
- Estimated smoking prevalence in all three GP practices has been reducing and is consistently below the England rate (16.7%) in 2018/19.

- The directly age standardised rate of admissions for alcohol related conditions in Stratford-on-Avon District was 671 per 100,000 population; statistically similar to the England average (664 per 100,000) in 2018/19.
- A total of 6.9% of the JSNA population, in 2011, suffered from conditions which meant their day-to-day activities were limited a lot.
- Diagnosed diabetes rate (6.1%) across the JSNA was significantly lower than the England percentage (6.9%) in 2018/19.
- The rate of emergency hospital admissions related to diabetes in Wellesbourne, Kineton & Shipston was the fifteenth highest of the 22 JSNA areas for 2014/15-2018/19.
- The directly standardised rate of emergency all age admissions for CHD (2,372 per 100,000 population), for 2014/15-2018/19, was the lowest of any JSNA area and significantly lower than Warwickshire (3,242 per 100,000 population).
- Stroke prevalence across the JSNA area (2.5%) was significantly above the national rate (1.8%). However, emergency admissions for stroke (241) per 100,000 population were the 2nd lowest of all 22 JSNA areas in Warwickshire.
- Diagnosed hypertension (high blood pressure) prevalence at 17.2% across the JSNA was significantly worse than the England rate (14.0%).
- Asthma prevalence at 7.3% across the JSNA was significantly worse than the England rate (6.0%).
- In September 2019, the percentage of patients aged 65 and over with a recorded dementia diagnosis was lower than the average for England (4.4%) at all three of the main practices serving the JSNA area.
- The percentage of patients recorded with a diagnosis of cancer has been increasing at all three practices since 2013/14 and they are significantly higher than those nationally at Shipston Medical Centre (5.2%) and Hastings House (3.9%) compared to England (3.0%).
- The Wellesbourne, Kineton and Shipston JSNA area had the lowest rate of emergency hospital admissions (447 per 100,000) for cancer of the 22 JSNA areas in Warwickshire (641 per 100,000) for 2014/15 to 2018/19. However, rates have been rising both locally and nationally.
- Depression rates across the JSNA (12.5%) are significantly worse than for England (10.7%).
- The rate of emergency attendances amongst 0-4 year olds in the JSNA area at 387 per 1,000 population was the 2nd lowest of any of the JSNA areas in Warwickshire (range 371.4 to 857.4). At LSOA level, Long Compton had the lowest rate of the 339 LSOAs in Warwickshire.
- Teenage conception trend data suggests that rates in Stratford-on-Avon District (11.1 per 1,000 women aged 15-17) are consistently the lowest in Warwickshire (17.5 per 1,000 women aged 15-17). In 2017, there were 22 teenage conceptions in the district down from 62 (31.3 per 1,000) in 1998.
- Between 2014/15 and 2018/19, the standardised rate for emergency admissions for all causes was 6,247 per 100,000 population in Wellesbourne, Kineton & Shipston - the lowest of the 22 JSNA areas.
- From 2014 to 2018, the all age cancer deaths in the Wellesbourne, Kineton & Shipston JSNA (at 201 per 100,000) was the lowest of any JSNA area in Warwickshire (237 per 100,000).
- In December 2019, the Warwickshire Young Carers service was aware of 207 young carers (aged 6 to 25) living in Wellesbourne, Kineton & Shipston – the third highest number and second highest rate (7.3 per 1,000 population) of any of the 22 JSNA areas.

SOCIAL CARE

- At 31st March 2019, the rate of Children in Care (*formerly known as Children Looked After*) per 10,000 population was 38.0 in the JSNA area, below the county average (55.5 per 10,000).
- Nearly a third (32.3%) of adult social care users in the JSNA area in 2019 were receiving a residential package which is above the county rate (27.2%).

DEPRIVATION, POVERTY, ECONOMY & EDUCATION

- Within the Wellesbourne, Kineton & Shipston JSNA area, just one LSOA (Wellesbourne West with a ranking of 5) is in the 50% most deprived areas nationally. Nine of the 17 LSOAs are in the least deprived 30% of all LSOAs in England.
- In the JSNA area, 34.4% of enquiries to Citizens Advice were related to benefits, tax credits and Universal Credit issues, and 17.8% were related to debt in 2018/19.
- In 2017, a total of 9.6% of households (ranking 14th by JSNA area) were categorised as fuel poor with 7 of the 17 LSOAs in the JSNA area having a higher proportion of households in fuel poverty than the county average (10.1%).
- 8.9% of children aged under 16 living in the JSNA area were in low income families (below the county average of 11.9%) in 2016.
- The Fosse Foodbank helped 526 people in 2018/19 - up 27% from 413 in 2017/18. The top reason for referral to the foodbank was low income (40.9% of referrals).
- In Stratford-on-Avon District, in 2017/18, 169 applicants were accepted as being unintentionally homeless a 19% increase from 2016/17.
- In 2018, nearly 9,000 people were employed in manufacturing (54.1%) in Wellesbourne, Kineton & Shipston ranking it the highest proportion of any JSNA area in the county and nearly double the next highest proportion (28.3% in Bedworth Central & Bulkington).
- In May 2019, there were 612 people on Universal Credit in the JSNA area, up from 417 in 2018.
- In 2011, 18.6% of the JSNA residents had no qualifications (17th highest of the JSNA areas).
- The proportion of pupils registered as eligible and are claiming for a Free School Meal in 2019 in the Wellesbourne, Kineton & Shipston JSNA area was 9.7% - below the county average (11.3%).
- At Key Stage 2 (Year 6) in 2019, a total of 64.1% children in the JSNA area achieved the expected levels of development for reading, writing and maths, just below the Warwickshire average of 65.7%.
- In 2019, 53.0% of Key Stage 4 students were achieving Grades 9 to 5 (Strong Pass) in English and Maths, above the county average (49.5%) but below the district average (55.6%).

COMMUNITY SAFETY, ROAD SAFETY & ENVIRONMENT

- The Wellesbourne, Kineton & Shipston JSNA area recorded a crime rate of 44.4 offences per 1,000 population (1,233 crimes) for September 2018-August 2019, lower than the district (59.4 per 1,000) and county (73.4 per 1,000) rates. Overall, the JSNA has the 2nd lowest crime rate of all the JSNA areas. At LSOA level, the highest recorded crime rate was in the

Wellesbourne East, Walton & Airfield LSOA (81.9 per 1,000 population, 167 offences); the lowest rate was in Shipston South & Furze Hill (18.9 per 1,000).

- In 2018/19, there were 14.9 Anti-Social Behaviour (ASB) incidents per 1,000 population reported to police in the Wellesbourne, Kineton & Shipston JSNA area. Rates have increased since 2017/18 (14.1 per 1,000 population) but are below the district (16.9 per 1,000) and county averages (22.8 per 1,000).
- The rate of domestic abuse incidents reported to police from 1st July 2017 to 30th June 2018 per 1,000 population in the Wellesbourne, Kineton & Shipston JSNA area was 6.8 (ranking the area as 21st highest of the 22 JSNAs).
- Vehicle licensing statistics show that car ownership in Stratford-on-Avon District, in 2018, was 73.2 cars per 100 population aged 17+ (84,000 cars), which is the second highest of the lower tier authorities in Warwickshire (70.5 cars per 100, a total of 321,800 cars). The Department for Transport estimated that 6 billion vehicle miles were travelled on roads in Warwickshire in 2018.
- Road traffic data shows that the total number of road traffic collisions involving injuries in the JSNA area was 51 from November 2018 to October 2019 equating to 1.8 injuries per 1,000 population slightly lower than the county rate (1.9).

LOCAL KNOWLEDGE

The Stakeholder engagement event for the Wellesbourne, Kineton & Shipston JSNA area took place in Wellesbourne Methodist Church on Thursday 28th November 2019. Suggested priorities for the area included:

- Importance of communication, effective use of data
- Need to explore different methods of providing transport
- Loneliness/isolation for ageing population and young families
- Access to public transport, digital, outreach centres, shops, schools and information
- Provision of a 'measured mile' and 'trim trail' to support the health and wellbeing of local residents
- Planning for climate change implications

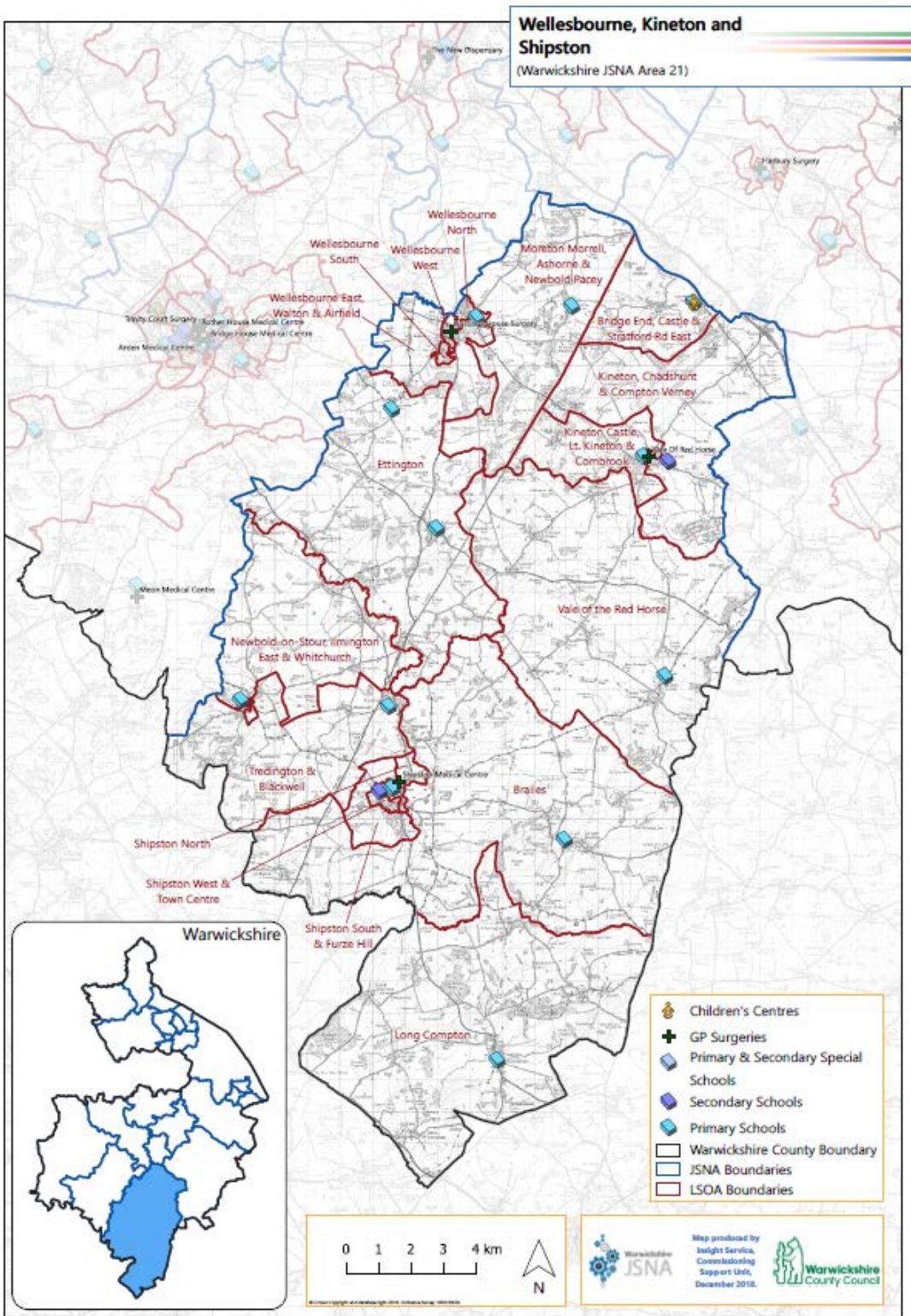
RECOMMENDATIONS

1. Ensure local services, support and community initiatives consider the growth and the diversity of the local population and create inclusive environments and activities, including intergenerational 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. Improve healthy lifestyles to reduce the risk of disease and including: improving diet and increasing physical activity through the use of parks, green spaces and improved walking and cycling routes.
4. Promote healthy ageing, including bone health, healthy diets and physical activity and early identification of risks in working age and older adults.
5. 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.
6. Address inequalities in outcomes for children and adults in Shipston and surrounding areas.
7. Increase early identification and management of hypertension and atrial fibrillation to reduce risk of complications and strokes.
8. 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.
9. Support people caring for friends or relatives, including children and young people who have caring responsibilities for parents, and adults caring for older people.
10. Increase opportunities for social connections across all age groups, particularly for those with limited access to transport or where a lack of community venues may limit opportunities for social contact.
11. Build on existing assets in the area, such as Ellen Badger Hospital, to develop community-centred approaches to promoting health and wellbeing and reducing social isolation.

INTRODUCTION AND LOCAL CONTEXT

JSNA GEOGRAPHICAL AREA

Figure 1: The Wellesbourne, Kineton & Shipston JSNA area



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

This report presents information on need in the Wellesbourne, Kineton and Shipston JSNA area situated in Stratford-on-Avon District (Figure 1). Where available, data is presented down to the 17 Lower Super Output Areas (LSOAs) within the JSNA area. For the purposes of this report references to the 'JSNA area' mean Wellesbourne, Kineton & Shipston as a whole.

The JSNA area is largely rural and geographically one of the largest of the 22 JSNA areas in Warwickshire. It lies in the southernmost part of the county extending from Ashorne in the north to Little Compton 20 miles to the south and from Ilmington in the west to Lower Tysoe 10 miles to the east. The JSNA area also includes the villages of Moreton Morell, Ettington, Newbold-on-Stour, Tredington, Long Compton and Brailes.

Wellesbourne is a large village on the A429 road, located around seven miles south of Warwick and five miles east of Stratford-upon-Avon. The name was first recorded as Wallesburam in 862 and later referred to as Waleborne in the Domesday Book. **Kineton** can trace its lineage back to 969 and is also mentioned in the Domesday Book. It was home to a market until 1840 and during World War Two was a transit camp for Polish and Czechoslovakian soldiers. One of the UK's main military ammunition depots, which extends to several hundred acres, is located partly in Kineton parish. **Shipston** (or Shipston-on Stour to give its full name) is on the A3400 between Stratford-upon-Avon and Oxford and was a staging post from the 1600s to the 1800s for stagecoaches. Many former coaching inns remain in the town which takes its name from the Anglo Saxon Scepwaeisctune meaning Sheep-wash-Town because of once having been an important sheep market.

Across the JSNA area, there are 12 primary schools and 2 secondary schools. In addition, there are a range of community and local authority use buildings used as hubs for a range of activities within the JSNA area (see Appendix A).

A [glossary document](#) has also been produced to support the main report. This contains definitions of potentially unfamiliar terms.

DEMOGRAPHICS

POPULATION

In 2018, the population of the JSNA area was 28,322 (mid-2018 population estimates) meaning it is ranked 11th largest of the 22 JSNA areas in Warwickshire and comprised 22% of the Stratford-on-Avon District population¹. Across the JSNA area there has been an increase in the population of 945 people (+3.5%) since the 2011 Census. In comparison, Stratford-on-Avon District has seen a 5.9% increase during the same time period and the Warwickshire population has increased by 3.5%. At LSOA level, the greatest increase in population has been in the Wellesbourne East, Walton & Airfield LSOA which increased by 1,248 (49.6%) from 2011 to 2018 (Figure 2) which could be related to housing developments such as The Grange along the A429 Ettington Road.

Figure 2: Population changes by LSOA, 2011 to 2018

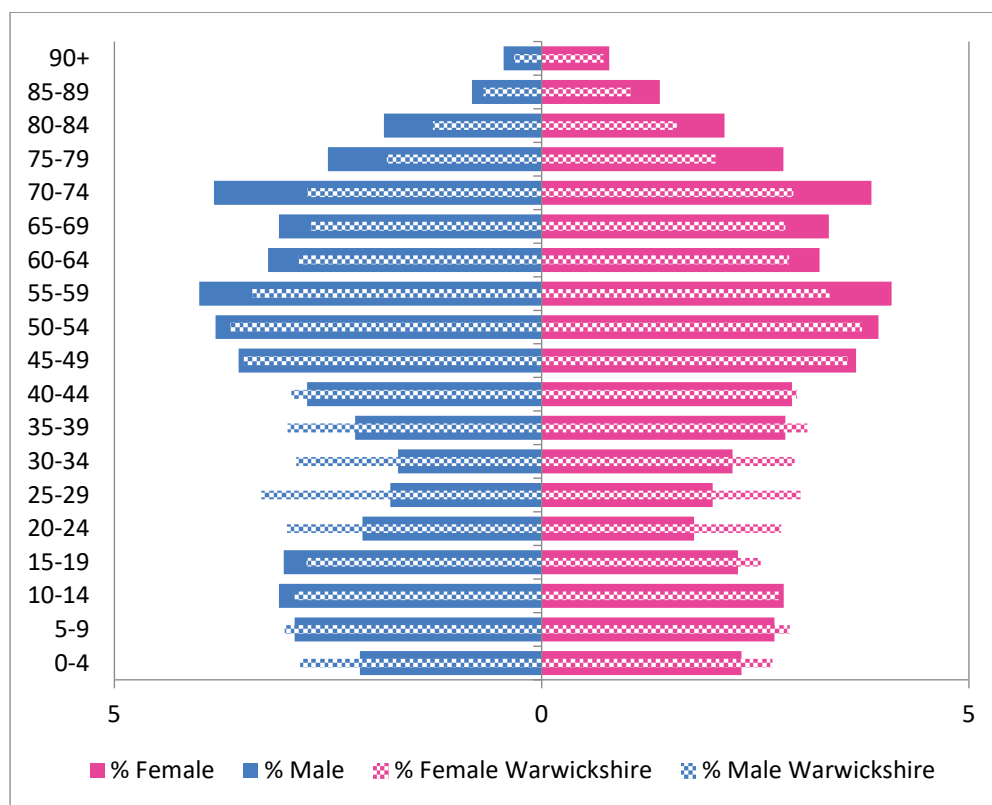
LSOA Name	2011	2018	Change in population 2011-2018 (%)
Brailes	2143	2,121	-1.0%
Ettington	2402	2,426	1.0%
Kineton, Chadshunt & Compton Verney	1585	1,757	10.9%
Kineton Castle, Lt. Kineton & Combroom	1476	1,481	0.3%
Lighthorne & Lighthorne Heath	1259	1,313	4.3%
Long Compton	2116	2,200	4.0%
Shipston South & Furze Hill	1827	1,886	3.2%
Shipston North	1736	1,716	-1.2%
Shipston West and Town Centre	1475	1,562	5.9%
Tredington & Blackwell	1219	1,310	7.5%
Newbold-on-Stour, Ilmington East & Whitchurch	1089	1,177	8.1%
Vale of the Red Horse	2287	2,245	-1.8%
Wellesbourne West	1201	1,086	-9.6%
Wellesbourne East, Walton & Airfield	1476	2,208	49.6%
Wellesbourne South	1199	1,099	-8.3%
Moreton Morrell, Ashorne & Newbold Pacey	1365	1,348	-1.2%
Wellesbourne North	1522	1,387	-8.9%

Source: 2011 Census and ONS, Mid-2018 Population Estimates

Age Profile: The JSNA area (Figure 3) has smaller population proportions for most age groups under 45 years (43.3%) than the county (52.3%). The working age population (those aged 18-64) at 54.9% is also smaller than that for Warwickshire (59.0%). However, the 65-84 year age group at 23.0% of the population is larger than for Stratford District (21.9%) and considerably larger than that for the county (17.9%). At age 85+ the proportion (3.5%) is the 4th largest of any JSNA area in the county and similar to Stratford-on-Avon District but larger than the county average of 2.8%.

The gender split in the JSNA area (48.0% males, 52.0% females) is wider, possibly due to the older age profile, than that for Warwickshire as a whole – 49.4% male and 50.6% female.

Figure 3: Wellesbourne, Kineton & Shipston JSNA Area Population Pyramid



Source: ONS, Mid-2018 Population Estimates

Population projections: The 2016-based population projections suggest that the population of Warwickshire will grow from 559,000 in 2016 to 612,200 by 2041 (an increase of 9.5%)². Within Stratford-on-Avon District, the population is expected to increase by 8,300 (6.7%) to 131,600 by 2041. However, it should be noted that such projections are based on the continuation of recent demographic trends and do not attempt to predict the impact of future changes of local development policies. In short, they do not include local housing plans.

Although the overall population growth is not expected to be as great as for Rugby Borough (14.3%), Stratford-on-Avon District is expected to see large changes in the population aged over 65 (42.4%) and particularly amongst those aged over 90 (+184.5%) which could result in greater health and social care pressures (Figure 4). It is unclear how this will impact on the individual JSNA areas.

Figure 4: Older Population in Stratford-on-Avon District, mid-2016 to mid-2041

Age Group	2016	2041	Difference	% Change
65+	31,172	44,403	13,231	+42.4%
85+	2,692	5,178	2,486	+ 92.3%
90+	1,649	4,692	3,043	+ 184.5%

Source: ONS, 2016-based Subnational Population Projections

ONS household projections suggest that there will be a 11% increase in the number of households in Stratford-on-Avon District by 2041³, however, there are also local plans within the county for future housing growth which show there are plans to build 66,500 new homes across the county between 2011-31. Of these, some 14,600 are due to be built in Stratford-on-Avon District suggesting a 27%

increase in households with a likely population increase of over 35,000 (assuming 2.4 people per household as per the 2011 Census)^{4, 5, 6, 7, 8}. These plans have resulted in concern over housing affordability, demand for services and traffic congestion as well as traffic noise and the impact on air quality.

LANGUAGE, ETHNICITY, RELIGION & COUNTRY OF BIRTH

The 2011 Census suggests that 98.7% of the JSNA area population (ranking it 5th) spoke English as their main language; slightly above both the Stratford-on-Avon District (97.5%) and county (95.7%) average⁹. Within the Wellesbourne, Kineton & Shipston JSNA area, 95.7% of the population were classed as 'White British' in the 2011 Census. In addition, more than two-thirds of the JSNA area population (70.8%) were Christian, however, 28.2% of the population either stated they had no religion or did not state their religion⁹. In 2011, 93.8% of Stratford-on-Avon District residents were born in the UK compared to 91.7% for the county as a whole suggesting the population is slightly less diverse than Warwickshire⁹. At JSNA level, 95.1% of the Wellesbourne, Kineton & Shipston population were born in the UK.

MOSAIC PROFILE

In 2018, according to the Experian Mosaic household customer insight classification tool (Figure 5), 42.7% of all Wellesbourne, Kineton & Shipston JSNA area residents fell within the category of 'Country Living' (well-off homeowners who live in the countryside) compared to the county rate of 10.6%¹⁰. A further 28.3% of residents were categorized as 'Rural Reality' (householders living in inexpensive homes, with moderate incomes in village communities) and 8.2% were 'Prestige Positions' (affluent couples whose successful careers have afforded them financial security and a spacious home in a prestigious and established residential area).

Figure 5: JSNA Area Mosaic Profile (the top 3 groups in each area are highlighted)

Mosaic Group	Wellesbourne, Kineton & Shipston	Stratford-on-Avon District	Warwickshire
A COUNTRY LIVING	42.7%	27.3%	10.6%
B PRESTIGE POSITIONS	8.2%	11.6%	9.7%
C CITY PROSPERITY	0.0%	0.4%	0.8%
D DOMESTIC SUCCESS	4.0%	7.2%	8.6%
E SUBURBAN STABILITY	2.6%	4.4%	8.8%
F SENIOR SECURITY	3.9%	7.0%	8.9%
G RURAL REALITY	28.3%	19.1%	7.6%
H ASPIRING HOMEMAKERS	5.0%	8.4%	11.6%
I URBAN COHESION	0.0%	1.1%	1.5%
J RENTAL HUBS	0.2%	3.5%	6.1%
K MODEST TRADITIONS	0.6%	1.5%	5.8%
L TRANSIENT RENTERS	0.6%	1.4%	5.3%
M FAMILY BASICS	0.8%	2.2%	6.8%
N VINTAGE VALUE	2.6%	4.3%	5.5%
O MUNICIPAL TENANTS	0.3%	0.7%	2.3%

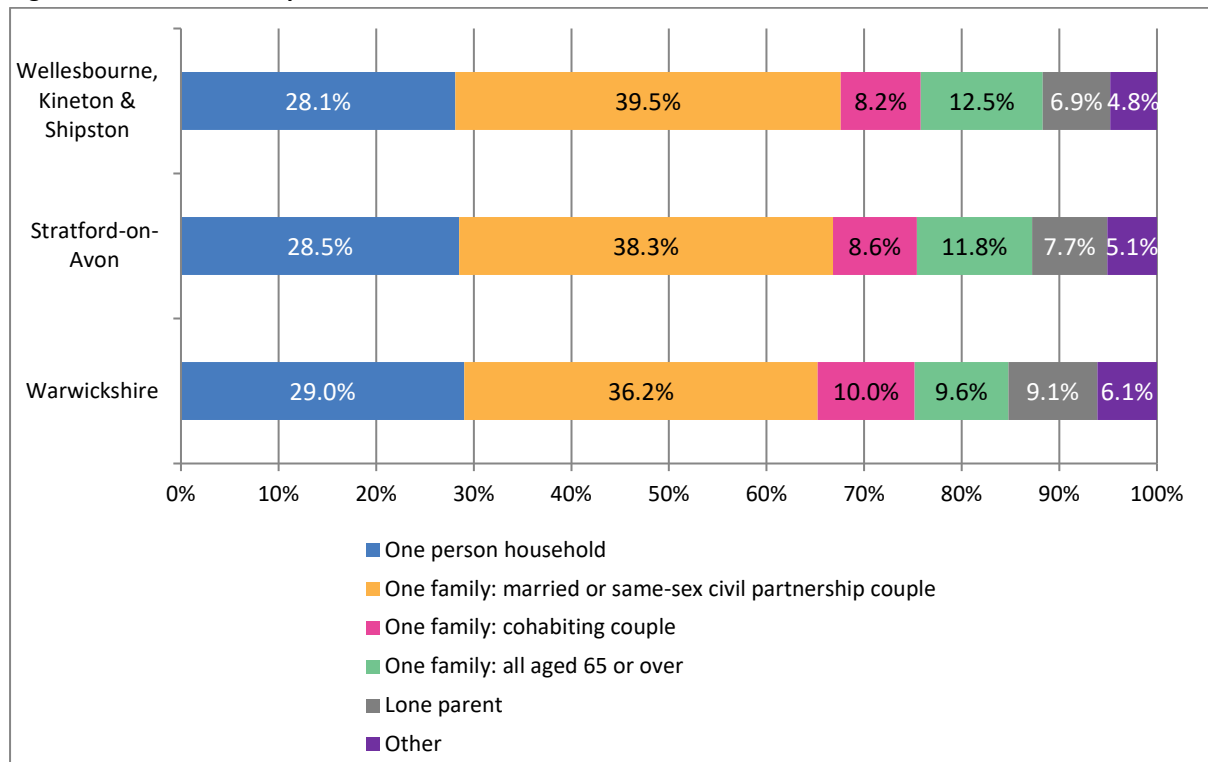
Source: Experian, Mosaic, 2018

At LSOA level, six areas Brailes (99.4%), Lighthorne & Lighthorne Heath (95.3%), Long Compton (99.4%), Tredington & Blackwell (98.6%), Newbold-on-Stour, Ilmington East & Whitchurch (96.2%) and Vale of Red Horse (97.54%) each have more than 95% of their households classified as Group A 'Country Living' or Group G 'Rural Reality' which illustrates the largely rural nature of the JSNA area.

HOUSEHOLDS

According to the 2011 Census, there were 11,845 households in the JSNA area, averaging 2.3 occupants per household, similar to the county and Stratford-on-Avon District average⁹. In Wellesbourne, Kineton & Shipston, the proportion of single occupancy households at 28.1% was slightly below the district (28.5%) and county (29.0%) averages. The proportion of one family all aged 65 or over households (12.5%) is also greater than for Warwickshire as a whole which again reflects the older age profile of the area (Figure 6).

Figure 6: Household Composition, 2011



Source: ONS, 2011 Census

Tenure: In 2011, levels of housing ownership in Wellesbourne, Kineton & Shipston at 72.0% (ranking it 12th highest of all the 22 JSNA areas) were fairly similar to the average for the district (71.8%) and Warwickshire (70.0%)⁹. Interestingly, the JSNA area has the highest proportion of households living rent free (1.9%) of any JSNA area (Warwickshire average 1.2%) (Figure 7).

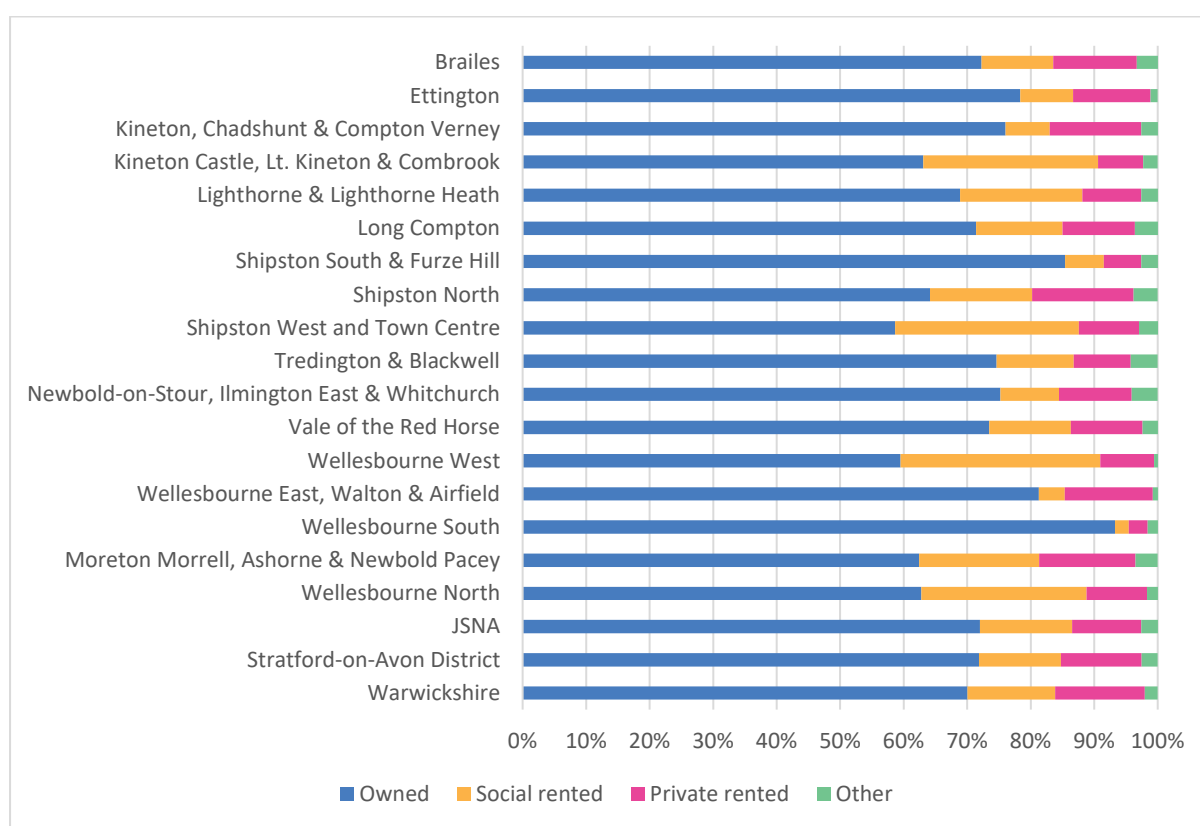
Figure 7: Housing Tenure, 2011

Area	Owned	Social rented	Private rented	Other
JSNA	72.0%	14.5%	10.9%	2.6%
Stratford-on-Avon	71.8%	12.9%	12.7%	2.6%
Warwickshire	70.0%	13.8%	14.1%	2.1%

Source: ONS, 2011 Census

At LSOA level, levels of housing ownership vary from 58.6% in Shipston West & Town Centre up to 93.3% in Wellesbourne South. Corresponding levels of those living rent free are highest in Newbold-on-Stour, Ilmington East & Whitchurch at 3.4% (Figure 8).

Figure 8: Housing Tenure, 2011



Source: ONS, 2011 Census

Property Prices: ONS statistics suggest mean residential property prices across Stratford-on-Avon District (£369,134 in Jun-19) are considerably higher than the county average (£297,007)¹¹. The lowest average prices in the Wellesbourne, Kineton & Shipston JSNA area could be found in Wellesbourne West (£220,334) whereas, the highest in Long Compton are £562,835 suggesting a degree of diversity in housing across the area.

HEALTH

This section presents data on the health of the population living in the Wellesbourne, Kineton & Shipston JSNA area. There are numerous health-related measures that have been considered but the measures reported are generally those where performance is significantly worse than for England.

BIRTH RATE & LIFE EXPECTANCY

There were 262 live births (4.3% of all live births in Warwickshire) to women aged 15-44 in the JSNA area (fertility rate 65.9 per 1,000) in 2017 which was the sixth highest of all the JSNA areas in Warwickshire as well as being above both the Stratford-on-Avon rate (60.1 per 1,000) and Warwickshire figures (61.5 per 1,000)¹².

In 2016-18, life expectancy at birth for males was 83.3 years in the JSNA area (the highest out of the 22 JSNA areas in Warwickshire) and 86.1 years for females (the third highest by JSNA area). Higher life expectancy for females than males was also seen at county and borough levels. Male life expectancy in Wellesbourne, Kineton & Shipston was 2.8 years higher than the Warwickshire average of 80.5 years, for females it was 1.9 years higher than the county average (84.2 years). 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 services¹³.

PRIMARY CARE DATA

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 Wellesbourne, Kineton & Shipston JSNA area are not registered at the same practice, a method was developed that gives an indication of the health of the residents living in the JSNA. 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 three general practices are reported, Shipston Medical Centre, Hastings House Surgery and Vale of Red Horse (Figure 9).

Figure 9: General Practices with 25%+ (or more than 2,000) registered patients residing in Wellesbourne, Kineton & Shipston JSNA area, 2018

Practice code	Practice Name	Number of registered patients living in JSNA area	% of surgery population living in JSNA area
M84025	Shipston Medical Centre	10,423	93.1
M84030	Hastings House Surgery	10,079	89.4
M84062	Vale of Red Horse	4,282	83.0

Source: NHS Digital, Patients Registered at a GP Practice, April 2018

Around 87.5% of all Wellesbourne, Kineton & Shipston JSNA residents are registered at one of these three practices. A further 3,538 residents are registered across an additional 22 GP practices within Warwickshire¹⁴.

A range of health indicators were considered for each of the three GP practices. Figure 10 shows indicators where one or more of the practices or the three combined as a whole were either significantly worse (red) or significantly better (green) performing than England in 2018/19.

Figure 10: Summary of prevalence of selected health measures for the three GP practices and the three GP practices in the JSNA area combined, 2018/19 (unless stated)

Health Indicator	Shipston Medical Centre	Hastings House	Vale of Red Horse	Combined GP practices
Diabetes QOF Prevalence (17+ yrs) (%)	6.2%	6.3%	5.4%	6.1%
Patients with diabetes who had a foot examination and risk classification	88.8%	86.4%	80.3%	86.4%
CHD: QOF prevalence (all ages) (%)	3.8%	3.5%	2.7%	3.5%
Heart failure: QOF prevalence (all ages) (%)	1.9%	0.9%	1.1%	1.3%
Hypertension: QOF prevalence (all ages) (%)	18.5%	16.9%	15.1%	17.2%
Stroke: QOF prevalence (all ages) (%)	2.8%	2.4%	1.7%	2.5%
Atrial fibrillation: QOF prevalence (all ages) (%)	3.2%	2.9%	2.2%	2.9%
Obesity: QOF prevalence (18+) (%)	10.1%	6.2%	7.6%	8.0%
Asthma: QOF prevalence (all ages) (%)	7.1%	7.1%	8.0%	7.3%
Estimated smoking prevalence (QOF) (%)	11.9%	11.5%	14.5%	12.2%
GP patient survey: smoking prevalence (2019) (%)	7.0%	11.2%	12.6%	9.7%
Smoking cessation support and treatment offered (certain conditions)	99.7%	96.3%	97.6%	97.9%
Cancer: QOF prevalence (all ages) (%)	5.2%	3.9%	2.6%	4.2%
Number of emergency admissions with cancer (number per 100,000 population)	533	311	356	408
New cancer cases (crude incidence rate: new cases per 100,000 population)	751	647	330	630
Females, 50-70, screened for breast cancer in last 36 months (3 yr coverage, %)	75.9%	74.1%	71.4%	74.4%
Females, 25-64, attending cervical screening within target period (3.5 or 5.5 year coverage, %)	76.2%	76.4%	73.6%	75.7%
Persons, 60-74, screened for bowel cancer in last 30 months (2.5 year coverage, %)	67.3%	65.1%	61.3%	65.4%
Depression: QOF incidence (18+) - new diagnosis (%)	1.4%	1.5%	3.0%	1.7%

Depression: Recorded prevalence (aged 18+) (%)	12.5%	12.0%	13.8%	12.5%
Mental Health: QOF prevalence (all ages) (%)	0.8%	0.6%	0.7%	0.7%
Learning disability: QOF prevalence	0.4%	0.2%	0.4%	0.3%
Osteoporosis: QOF prevalence (50+)	2.2%	1.8%	1.8%	2.0%
Rheumatoid Arthritis: QOF prevalence (16+)	1.0%	0.7%	1.0%	0.9%

Source: Public Health England, National General Practice Profiles, Fingertips, Accessed 3 December 2019.

(QOF = Quality & Outcomes Framework)

LIFESTYLE-RELATED HEALTH ISSUES

Obesity: Estimated levels of obesity amongst adults (aged 18+), in 2018/19, were significantly lower than the England rate (10.1%) at Hastings House (6.2%), Vale of Red Horse (7.6%) and the three practices in the JSNA (8.0%) area as a whole (Figure 10).

Smoking: Estimated smoking prevalence in all three GP practices has been reducing and was consistently below the England rate (16.7%) in 2018/19¹⁵. However, Shipston Medical Centre saw significantly higher smoking cessation support (compared to the England support rate of 95.2% in 2018/19) being offered to patients. Rates of smoking at the time of delivery across the Stratford-on-Avon District (6.8% in 2018/19) are significantly lower and better than the England rate (10.6%)¹⁶.

Substance Misuse: is known to have a variety of detrimental effects on physical and mental well-being 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 year¹⁷.

There were 2,242 users of Change, Grow, Live - Warwickshire's provider of drug and alcohol services from May 2018 to 30th April 2019. Of these, 82 were resident in the JSNA area ranking it 11th by number of users and below the average of 94 users per JSNA area across the county. Overall, alcohol accounted for 36 users (45 when combined with non-opiate treatment) and 32 were users of opiates.

Misuse of alcohol is widely recognised as an issue however, in 2018/19 the directly age standardised rate of admissions for alcohol-related conditions in Stratford-on-Avon District was 671 per 100,000 population; statistically similar to the England average (664 per 100,000)¹⁸.

LONG-TERM CONDITIONS

A total of 6.9% of the JSNA population, in 2011, suffered from conditions which meant their day-to-day activities were limited a lot¹⁹. This is below both the district figure of 7.1% and the county average (7.7%) reflecting higher life expectancy and fewer patterns of deprivation and inequalities.

Dementia: In January 2020, the proportion of patients aged 65 and over (Figure 11) with a recorded dementia diagnosis was higher than the England (4.3%) average at Hastings House Surgery (4.5%) but lower at Shipston Medical Centre (3.2%) and Vale of Red Horse (3.2%)²⁰. The overall rate across the JSNA area (3.7%) was also below the national level. However, in the South Warwickshire CCG, the estimated diagnosis rate for dementia for patients aged 65 and above was 60.5% in 2019, much lower than the England rate of 68.7%, and significantly lower than the goal of 66.7%. This means that there may be many people with undiagnosed dementia²¹. Local support for those afflicted with dementia is illustrated by the dementia friendly community, dementia friendly allotment and dementia café in Wellesbourne as well as one in Compton Verney.

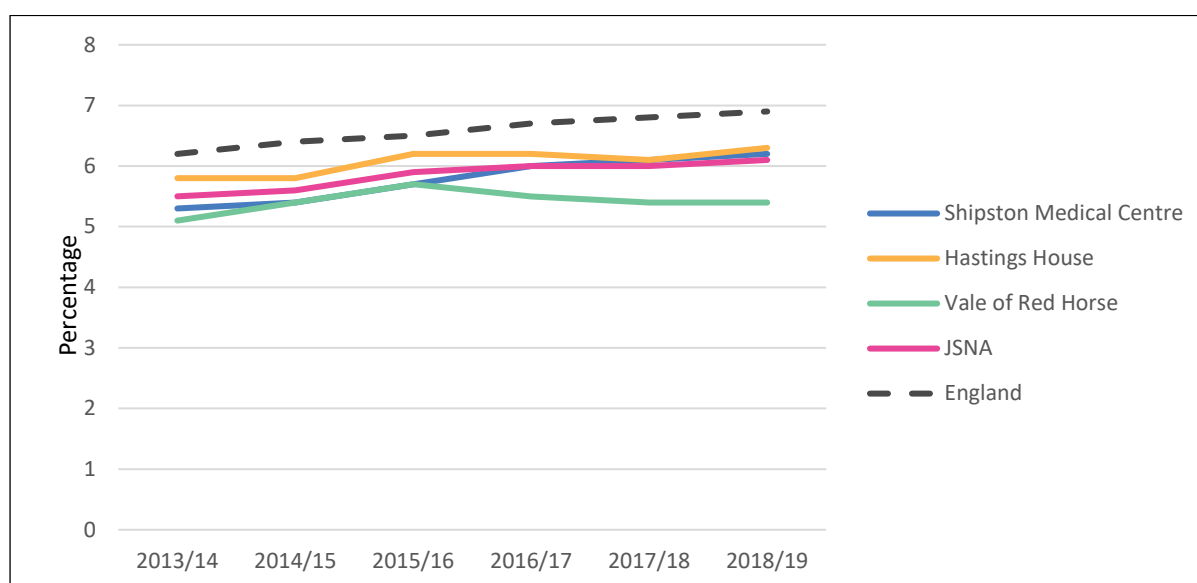
Figure 11: Prevalence of diagnosed dementia in patients aged 65 and over, January 2020

	Number on dementia register (aged 65+)	Patient list size (aged 65+)	Percentage with diagnosed dementia (%)
Shipston Medical Centre	103	3,222	3.2%
Hastings House	133	2,986	4.5%
Vale of Red Horse	29	915	3.2%
JSNA	265	7,123	3.7%
England	454,928	10,538,470	4.3%

Source: NHS Digital, January 2020

Diabetes Mellitus: The percentage of patients aged 17 years and over with diabetes mellitus, as recorded on practice disease registers across the JSNA (6.1%) was significantly lower than the 2018/19 England rate (6.9%) at Vale of Red Horse (5.4%)²². This has been the case since 2016/17 (Figure 12). The actual percentage of registered patients with diabetes (both type 1 and type 2) is likely to be higher than the recorded percentage as some patients will be undiagnosed.

Figure 12: Percentage of patients aged 17+ with diabetes mellitus, 2013/14-2018/19

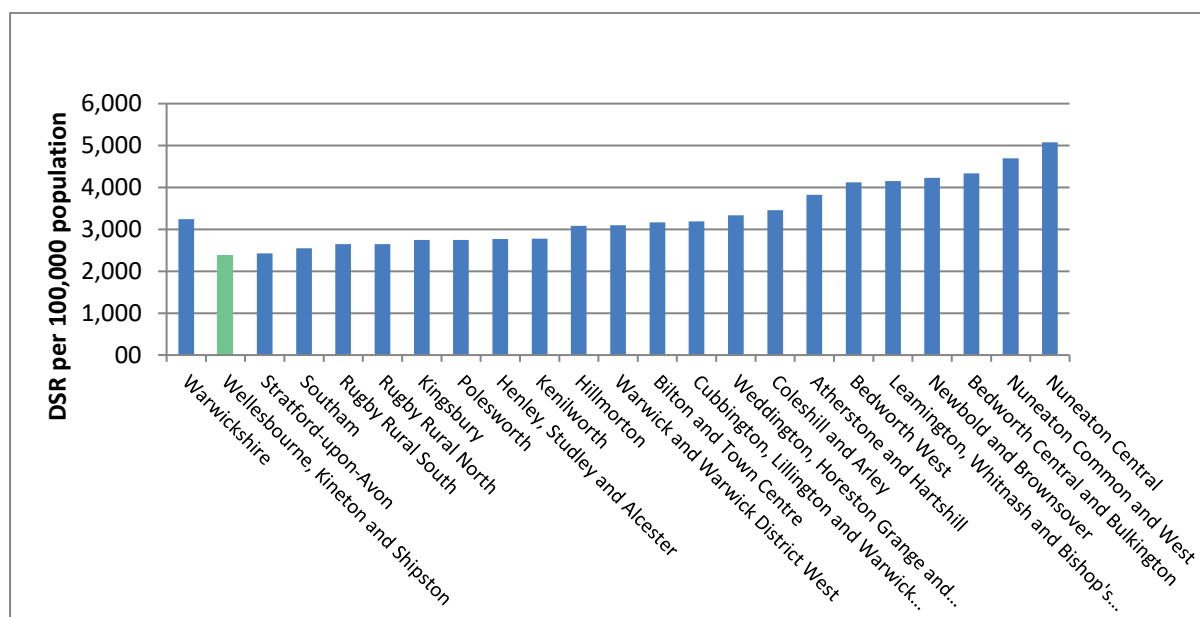


Source: Public Health England. Public Health Profiles. [03/12/19] <https://fingertips.phe.org.uk> © Crown copyright [2019]

From 2014/15-2018/19 the average standardised admission rate for emergency admissions to hospital related to diabetes was 154 per 100,000 population in the Wellesbourne, Kineton & Shipston JSNA area compared to the Warwickshire rate of 188 per 100,000 population. This was the fifteenth highest rate of the JSNA areas (range 93 to 376 per 100,000)²³.

CHD: The directly standardised rate of emergency all age admissions for CHD (2,372 per 100,000 population) in the JSNA area for 2014/15-2018/19, was the lowest of any JSNA area in Warwickshire and significantly lower than the county rate (3,242 per 100,000 population)(Figure 14)²⁴.

Figure 14: Emergency admissions for CHD, 2014/15-2018/19



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Heart Failure: In 2018/19, the prevalence of heart failure (when the heart is unable to pump blood around the body properly) in patients registered at Shipston Medical Centre (1.9%) was significantly higher than the England rate (0.9%), rates at the other two main practices were similar to the national figure. Trend data, from 2013/14, suggests rates locally and nationally are on the increase (Figure 15).

Figure 15: Heart failure prevalence (%), 2013/14 to 2018/19

	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19
Shipston Medical Centre	0.6	1.1	1.5	1.7	1.7	1.9
Hastings House	0.7	0.8	0.9	0.9	0.9	0.9
Vale of Red Horse	0.5	0.4	0.6	0.7	0.9	1.1
JSNA	0.6	0.9	1.1	1.2	1.2	1.3
England	0.7	0.7	0.8	0.8	0.8	0.9

Source: Public Health England. Public Health Profiles. [03/12/19] <https://fingertips.phe.org.uk> © Crown copyright [2019]

Stroke prevalence across the JSNA area (2.5%) and within the practice populations of Shipston Medical Centre (2.8%) and Hastings House (2.4%) was significantly above the national rate (1.8%) in 2018/19 and has been consistently higher since 2015/16. At Vale of Red Horse surgery it was slightly lower than

the England average at 1.7% in 2018/19 but has been increasing year on year since 2013/14 (Figure 16).

Figure 16: Stroke prevalence (%), 2013/14 to 2018/19

	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19
Shipston Medical Centre	2.2	2.2	2.5	2.6	2.7	2.8
Hastings House	2.2	2.0	2.3	2.3	2.4	2.4
Vale of Red Horse	1.2	1.3	1.6	1.6	1.6	1.7
JSNA	2.0	2.0	2.3	2.3	2.4	2.5
England	1.7	1.7	1.7	1.7	1.8	1.8

Source: Public Health England. Public Health Profiles. [03/12/19] <https://fingertips.phe.org.uk> © Crown copyright [2019]

Although stroke (a life-threatening condition that happens when the blood supply to part of the brain is cut off) prevalence is significantly above the national rate at JSNA level, emergency admissions in the Wellesbourne, Kineton & Shipston JSNA area at 241 per 100,000 population for 2014/15-2018/19 are the 2nd lowest of all 22 JSNA areas across Warwickshire.

The latest data, for 2018/19, suggests the proportions of patients with diagnosed hypertension (high blood pressure which is a major risk factor for a range of health conditions including atrial fibrillation, CHD, stroke and dementia) at Shipston Medical Centre (18.5%) and Hastings House (16.9%) were significantly higher than the national rate (14.0%)(Figure 17)²⁵. Similarly, atrial fibrillation (a condition that causes an irregular and often abnormally fast heart rate) prevalence was also consistently above the England rate at Shipston Medical Centre and Hastings House in 2018/19.

Figure 17: Hypertension prevalence (%), 2013/14 to 2018/19

	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19
Shipston Medical Centre	17.0	17.1	17.4	17.9	18.1	18.5
Hastings House	16.8	16.9	17.7	17.3	17.3	16.9
Vale of Red Horse	13.4	13.7	15.1	15.2	15.1	15.1
JSNA	16.3	16.4	17.1	17.1	17.2	17.2
England	13.7	13.8	13.8	13.8	13.9	14.0

Source: Public Health England. Public Health Profiles. [03/12/19] <https://fingertips.phe.org.uk> © Crown copyright [2019]

The NHS advises that hypertension puts additional strain on blood vessels, the heart and other organs. Persistent hypertension can increase risk of serious and potentially life-threatening conditions including heart disease, heart attacks, strokes and vascular dementia.

Asthma is a common lung condition that causes occasional breathing difficulties which may occur randomly or be triggered by allergies, smoke, pollution, exercise and infections such as colds or flu. The symptom can usually be controlled with treatment. Within the JSNA area rates at all three of the main GP practices were significantly higher than the national rate in 2018/19 and have been since 2015/16 (Figure 18).

Figure 18: Asthma prevalence (%), 2013/14 to 2018/19

	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19
Shipston Medical Centre	6.3	6.2	6.8	6.8	6.9	7.1
Hastings House	6.8	6.7	7.4	7.2	7.1	7.1
Vale of Red Horse	6.2	6.7	8.7	8.5	8.0	8.0
JSNA	6.5	6.5	7.4	7.3	7.2	7.3
England	5.9	6.0	5.9	5.9	5.9	6.0

Source: Public Health England. Public Health Profiles. [03/12/19] <https://fingertips.phe.org.uk> © Crown copyright [2019]

Osteoporosis (where bones become brittle and fragile) rates nationally have been increasing. However, locally, rates have been increasing more quickly and in 2018/19 were significantly higher than the national rate at all three of the main GP practices in the JSNA area (Figure 19)²⁶.

Figure 19: Osteoporosis prevalence (%), 2013/14 to 2018/19

	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19
Shipston Medical Centre	0.4	0.4	0.9	1.5	1.5	2.2
Hastings House	0.6	0.4	1.2	1.2	1.5	1.8
Vale of Red Horse	0.3	0.2	0.3	1.1	1.8	1.8
JSNA	0.5	0.4	0.9	1.3	1.6	2.0
England	0.4	0.2	0.3	0.5	0.6	0.8

Source: Public Health England. Public Health Profiles. [03/12/19] <https://fingertips.phe.org.uk> © Crown copyright [2019]

Rates of **rheumatoid arthritis** (a chronic progressive disease causing inflammation in the joints) across the JSNA area are consistently similar to the national rate at all three of the main GP practices (Figure 20).

Figure 20: Rheumatoid arthritis prevalence (%), 2013/14 to 2018/19

	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19
Shipston Medical Centre	0.67	0.66	0.75	0.83	0.84	0.97
Hastings House	0.74	0.71	0.74	0.79	0.72	0.71
Vale of Red Horse	0.91	0.86	1.00	0.96	1.01	1.02
JSNA	0.74	0.71	0.79	0.84	0.82	0.87
England	0.73	0.73	0.73	0.74	0.75	0.76

Source: Public Health England. Public Health Profiles. [03/12/19] <https://fingertips.phe.org.uk> © Crown copyright [2019]

CANCER

Cancer: The percentage of patients recorded with a diagnosis of cancer (excluding non-melanotic skin cancer) has been increasing at all three practices since 2013/14 and were significantly higher than those nationally at Shipston Medical Centre (5.2%) and Hastings House (3.9%)²⁷ in 2018/19. Nationally, the rate has increased from 2.1% to 3.0% from 2013/14 to 2018/19 (Figure 21).

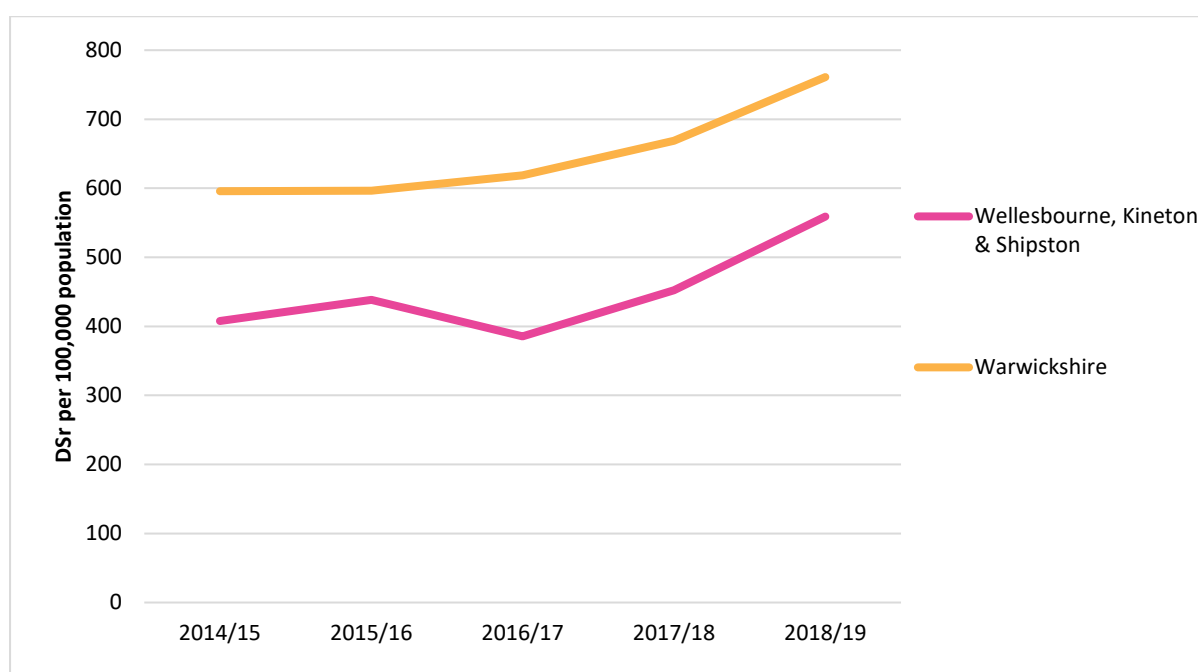
Figure 21: Diagnosed cancer prevalence (%), 2013/14 to 2018/19

	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19
Shipston Medical Centre	2.1	2.9	4.4	4.6	4.8	5.2
Hastings House	2.1	2.2	3.2	3.4	3.7	3.9
Vale of Red Horse	1.6	1.8	1.9	2.0	2.4	2.6
JSNA	2.0	2.4	3.4	3.7	3.9	4.2
England	2.1	2.3	2.4	2.6	2.7	3.0

Source: Public Health England. Public Health Profiles. [03/12/19] <https://fingertips.phe.org.uk> © Crown copyright [2019]

The Wellesbourne, Kineton and Shipston JSNA area had the lowest age-standardised rate of emergency hospital admissions (447 per 100,000) for cancer of the 22 JSNA areas in Warwickshire (641) for 2014/15-2018/19. However, rates are rising both across the JSNA area and the county (Figure 22)²⁸.

Figure 22: Cancer emergency hospital admissions, 2014/15 to 2018/19



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Screening: Since 2009/10, rates of cervical, breast cancer and bowel cancer screening have generally been similar or better than the national rates at each of the three main GP practices that serve the JSNA population²⁹.

MENTAL HEALTH

Depression Symptoms of depression affect people in different ways including feelings of sadness and hopelessness; loss of interest; tearfulness; tiredness; sleeplessness and loss of appetite. Nationally, prevalence of depression has been steadily increasing. Similarly, rates across the three main GP practices serving patients in the Wellesbourne, Kineton & Shipston JSNA area have also been increasing, but more quickly (which could reflect better diagnosis or people being more willing to

attend their doctors), with each of them and the JSNA area as a whole having significantly higher (and worse) rates of depression than England in 2018/19 (Figure 23).

Figure 23: Depression prevalence, age 18+ (%), 2013/14 to 2018/19

	2013/14	2014/15	2015/16	2016/17	2017/18	2018/19
Shipston Medical Centre	5.1	6.2	10.4	11.5	12.1	12.5
Hastings House	2.1	2.3	9.4	10.5	11.3	12.0
Vale of Red Horse	5.7	7.3	10.6	11.6	12.6	13.8
JSNA	4.0	4.8	10.1	11.0	11.9	12.5
England	6.5	7.3	8.3	9.1	9.9	10.7

Source: Public Health England. Public Health Profiles. [03/12/19] <https://fingertips.phe.org.uk> © Crown copyright [2019]

However, diagnosed prevalence of mental health conditions (including schizophrenia, bipolar affective disorder, and other psychoses) in the three GP practices were generally lower than rates across England in 2018/19³⁰.

Suicide and Self-Harm The suicide rate in Stratford-on-Avon District in the 3-year period 2016-18 was 10.9 per 100,000 population which is slightly higher but not significantly different to the England rate (9.6 per 100,000)³¹. Trend data suggests that rates in the District are consistently similar to those nationally.

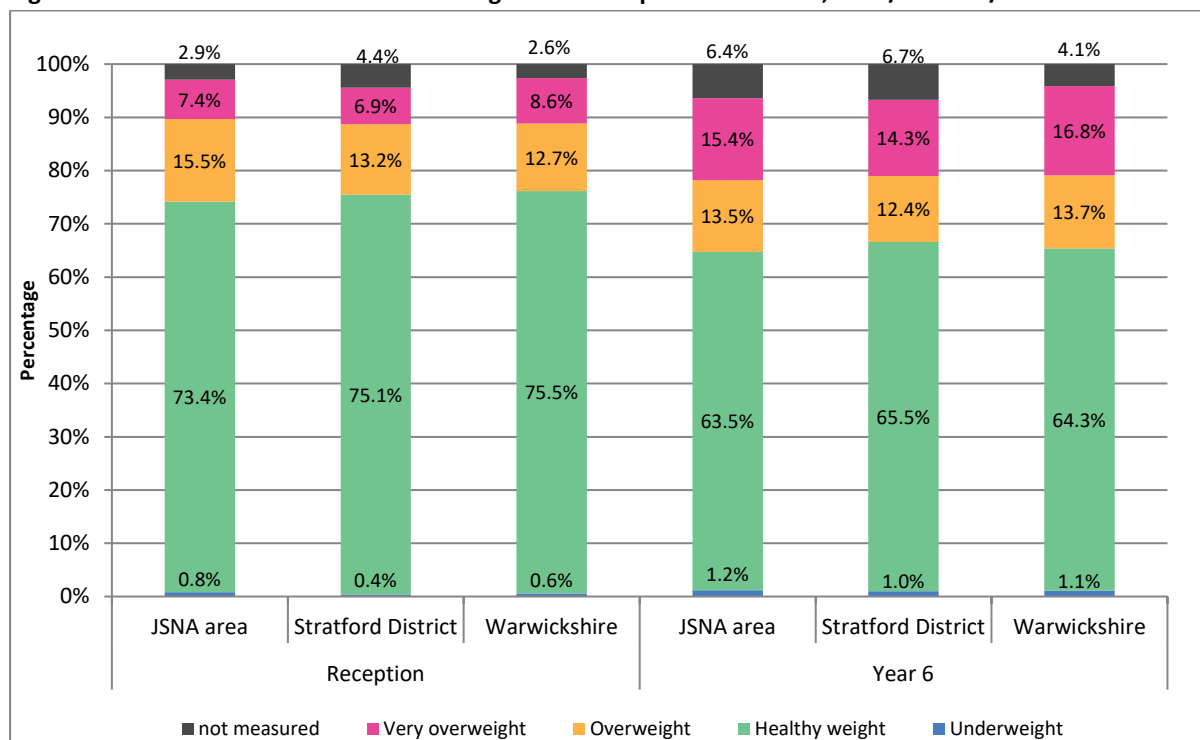
In the Kineton, Wellesbourne & Shipton JSNA area, from 2014/15-2018/19, the crude emergency admission rate for self-harm was 2.6 per 1,000 amongst 10-24 year olds. This was the third lowest of any of the 22 JSNA areas (range 2.5 per 1,000 to 6.8 per 1,000) and below the Warwickshire average (4.4 per 1,000)³².

CHILD AND MATERNAL HEALTH

Low Birth Weight: Between 2015-17, a total of 7.4% of live births to mothers in the JSNA area weighed less than 2500g and were classed as low birth weight³³. This was the ninth highest proportion of all the 22 JSNA geographies in Warwickshire (range 4.1% to 8.8%).

Childhood Obesity: Data from the National Child Measurement Programme (NCMP), showed that in the five year period from 2014/15-2018/19, children in Reception were more likely to be overweight or very overweight if they resided in the JSNA area compared to children across Warwickshire overall (Figure 24)³⁴. The percentage of children overweight or very overweight in Reception at 22.9% was above the Warwickshire average of 21.3%. However, by Year 6 the percentage of children overweight or very overweight increased to 28.9% and was the 14th highest JSNA rate in Warwickshire although below the county average of 30.5%.

Figure 24: National Child Measurement Programme Reception and Year 6, 2014/15-2018/19



Source: NHS Digital, National Child Measurement Programme

A&E attendances amongst 0-4 year olds in the JSNA area at 387 per 1,000 population, from 2014/15-2018/19, are the 2nd lowest of any of the JSNA areas in Warwickshire (range 371 to 857 per 1,000). At LSOA level, Long Compton has the lowest rate (128 per 1,000) of any of the 339 LSOAs in Warwickshire (range 128 to 1,023 per 1,000). Shipston North (574 per 1,000) was the only LSOA in the Wellesbourne, Kineton & Shipston JSNA area which had a higher rate than that for Warwickshire (568 per 1,000) as a whole³⁵.

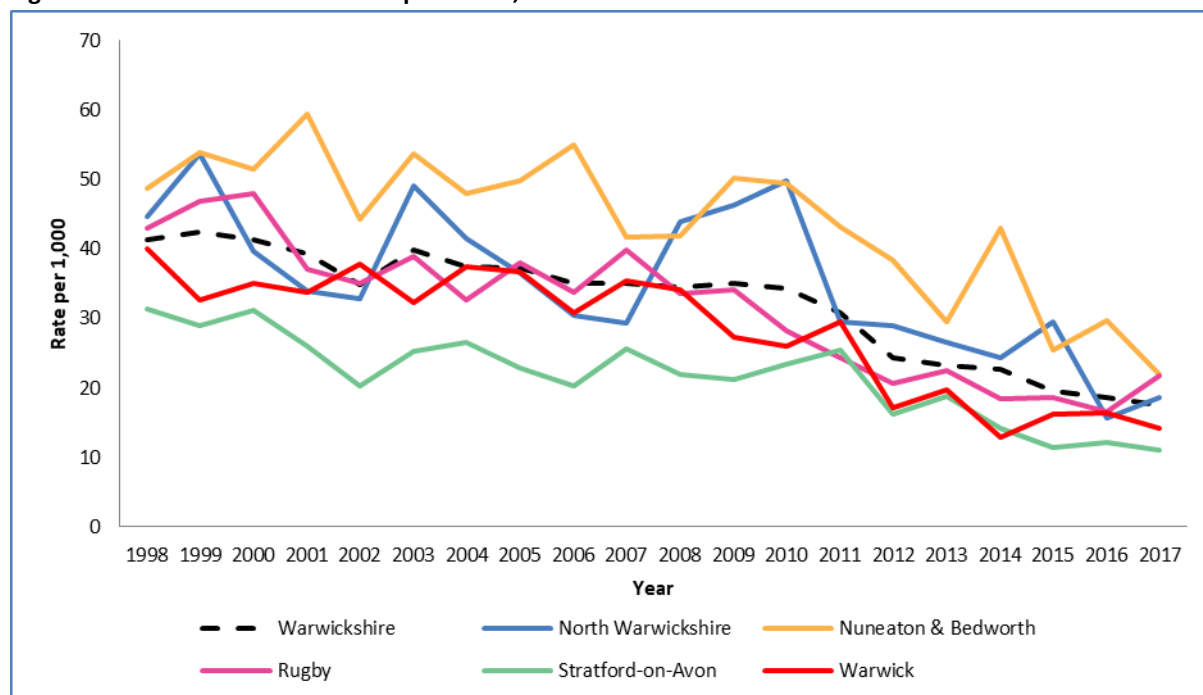
Emergency admissions: The rate of emergency hospital admissions for 0-4 year olds from 2014/15-2018/19 was 86.1 per 1,000 population in the Wellesbourne, Kineton & Shipston JSNA area making it the third lowest JSNA area in the county and below the Warwickshire average (106.4 per 1,000)³⁶. By LSOA, numbers are generally too small to produce meaningful analysis even when looking at five years of data.

Looking more specifically at emergency admissions for injury in 0-4 year olds, the crude rate in Wellesbourne, Kineton & Shipston (119.5 per 10,000 population ranking it 13th by JSNA area) is also below the Warwickshire rate of 129.2 per 10,000 population³⁷.

Interestingly, the rates of emergency admissions for injury in the 0-14 year (86.1 per 10,000 population ranking it 16th by JSNA area) and 15-24 year (94.9 per 10,000 population ranking it 19th by JSNA area) old age groups are also below the Warwickshire averages of 99.3 and 118.5 per 10,000 population respectively³⁸.

Teenage conceptions: Alongside the decline in overall numbers of births, teenage conception data (Figure 25) suggests that rates in Stratford-on-Avon District (11.1 per 1,000 women aged 15-17) are consistently the lowest in Warwickshire (17.5 per 1,000 women aged 15-17). In 2017, there were 22 teenage conceptions in the district, down from 62 (31.3 per 1,000) in 1998³⁹.

Figure 25: Trends in under 18 conception rate, 1998-2017



Source: Office for National Statistics <https://www.gov.uk/government/statistics/conceptions-in-england-and-wales-2017> (accessed 03/12/2019)

At lower geographic areas, numbers of conceptions in 15-17 year olds in the JSNA area were too small to produce meaningful annual rates.

EMERGENCY HOSPITAL ADMISSIONS & MORTALITY

From 2014/15-2018/19, the standardised admission rate for emergency admissions for all causes was 6,247 per 100,000 population in Wellesbourne, Kineton & Shipston⁴⁰. This was the lowest of the JSNA areas (range 6,247 to 10,856 per 100,000). Higher rates of emergency admissions can be linked with a number of factors both internal and external to the health service. External factors include deprivation (in areas where the most deprived 10% of the population live the rate of emergency admissions is more than twice that seen in areas where the most affluent 10% of the population of England live), age (particularly very young children and those over 65), smoking rates (there is a positive relationship between the proportion of heavy smokers and a higher rate of emergency admissions), admissions to local authority funded long-term institutional care for adults, and lower rates of social care expenditure⁴¹.

In the 5 years 2014-2018, the JSNA area was significantly better than the Warwickshire rate for deaths from the following causes (all directly standardised rates)⁴²:

- All cause, all age - 750 per 100,000 which was the 4th lowest of any JSNA area (Warwickshire - 865 per 100,000).
- All cause, under 75* – 199 per 100,000 which was the lowest of any of the 22 JSNA areas in the county (Warwickshire - 260 per 100,000).
- Cancer, all age – 201 per 100,000 which was the lowest of any of the 22 JSNA areas in the county (Warwickshire - 237 per 100,000).

- Cancer, under 75 – 82 per 100,000 which was the lowest of any of the 22 JSNA areas in the county (Warwickshire - 108 per 100,000).
- Respiratory conditions, all age – 82 per 100,000 which was the lowest of any of the 22 JSNA areas in the county (Warwickshire - 109 per 100,000).

* Avoidable mortality (below the age of 75) is based on the concept that premature deaths from certain conditions should be rare and ideally should not occur in the presence of timely and effective healthcare⁴³.

CARERS

In 2019, the percentage of persons aged 16+ responding to a GP patient survey saying they had a caring responsibility was similar to the England figure (16.9%) at all three of the main GP practices serving the Wellesbourne, Kineton & Shipston JSNA area⁴⁴.

According to the 2011 Census, 11.8% of adults in the JSNA area provided care (Warwickshire 10.9%), nearly one in five (19%) of whom were providing more than 50 hours per week⁹.

Young Carers in December 2019, the Warwickshire Young Carers service was aware of 2,625 young carers (aged 6 to 25); 207 (7.9%) living in Wellesbourne, Kineton & Shipston – the third highest number and second highest rate (7.3 per 1,000 population) of any of the 22 JSNA areas. Nearly one in ten (9.8%) of all 14 to 17 year olds known to provide care across the county live in the local JSNA area⁴⁵. At LSOA level, the largest known number of young carers (29) was in the Wellesbourne East, Walton & Airfield area.

It should be noted here that there will be additional young carers across the area and the county who are not known to Warwickshire Young Carers.

SOCIAL CARE

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

CHILDREN'S SOCIAL CARE

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

Priority Families: From 1st September 2014 up to 31st October 2019, a total of 5,293 families were attached to Phase 2 of the Priority Families programme in Warwickshire. In the Wellesbourne, Kineton & Shipston JSNA area there were 188 families (12th highest of the 22 JSNA areas in Warwickshire) attached to the programme with 166 classed as live (currently monitored/claimed) and 22 classed as unclaimable⁴⁶.

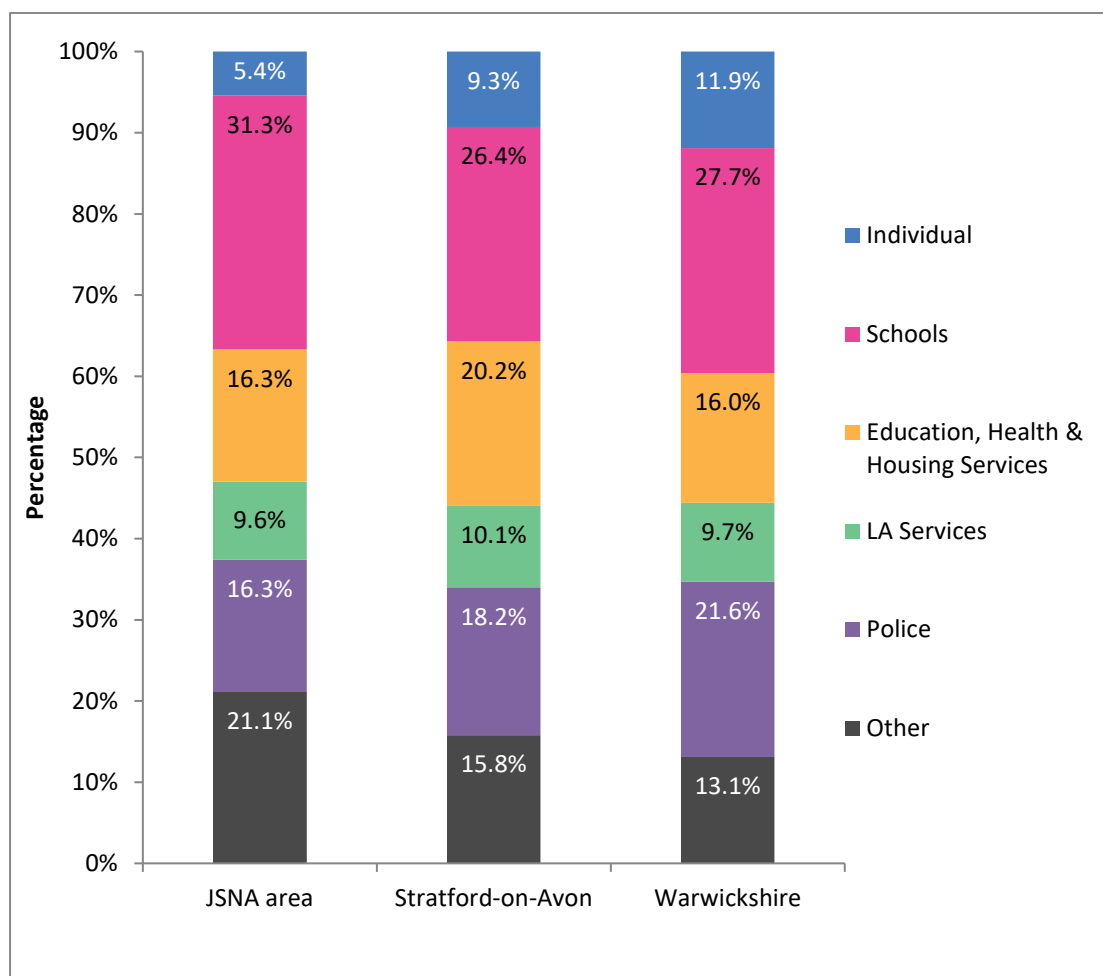
Children in Care (formerly known as *Children Looked After*): At 31st March 2019, the rate of Children in Care per 10,000 population was 38.0 in the JSNA area, below the county average (55.5 per 10,000).

Across Warwickshire, the JSNA rate of Children in Care ranged from 10.8 per 10,000 to 122.7 per 10,000, with Wellesbourne, Kineton & Shipston having the twelfth highest rate of all the JSNA areas⁴⁷.

Children subject to a Child Protection Plan (CPP) At 31st March 2019, the rate of children subject to a Child Protection Plan per 10,000 population was 17.1 in the JSNA area, below the county average (28.0 per 10,000). Across Warwickshire, the JSNA rate of CPP ranged from 2.2 per 10,000 to 61.1 per 10,000, with Wellesbourne, Kineton & Shipston having the fourteenth highest JSNA rate⁴⁷.

Multi-Agency Safeguarding Hub (MASH): There were 166 referrals to MASH (in 2018/19) in the JSNA area (this constitutes 3.5% of all of Warwickshire’s MASH referrals) at a rate of 315 per 10,000 children the thirteenth highest of any JSNA area and below the county average of 405 per 10,000 children⁴⁷. However, the rate of referrals in Wellesbourne North (794) was the highest in the JSNA and the 44th highest of the 339 LSOAs across Warwickshire. Figure 26 shows the proportion of MASH referrals for Wellesbourne, Kineton & Shipston and Warwickshire, broken down by source. The Wellesbourne, Kineton & Shipston JSNA area had a higher proportion of referrals made by Schools (31.3%) and lower proportion of individual (5.4%) referrals than the equivalent county proportions.

Figure 26: Source of Multi-Agency Safeguarding Hub (MASH) referrals, 2018/19



Source: Business Intelligence, Commissioning Support Unit, WCC

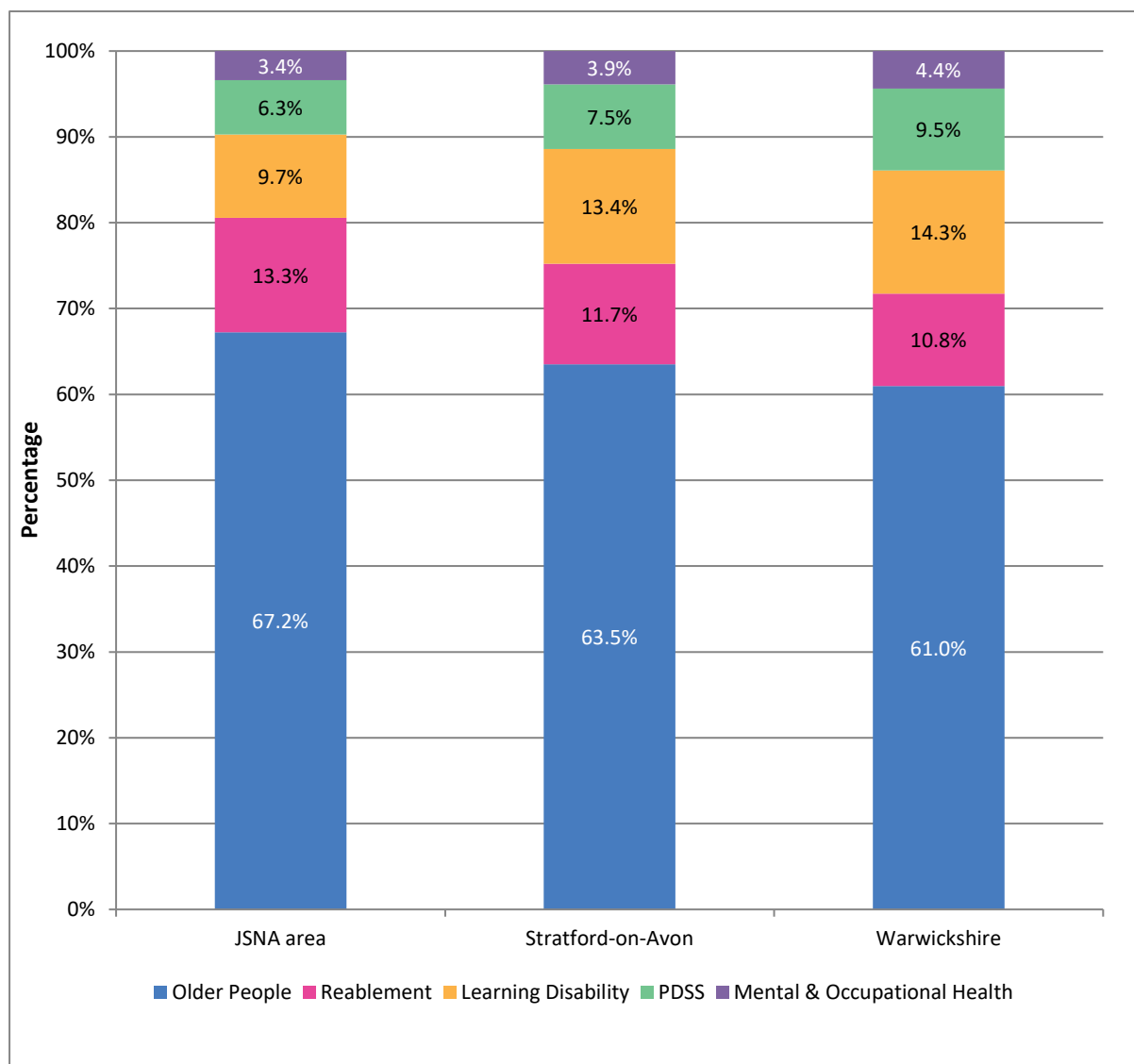
ADULTS SOCIAL CARE

A key adult social care measure within Warwickshire is the number of service users. In the Wellesbourne, Kineton & Shipston area, in 2018/19, there were 387 service users equating to 1.7% of the population aged 18 and over, below the Stratford District and county rates (of 1.9% and 2.1% respectively)⁴⁸.

In 2018/19, nearly a third (32.3%) of adult social care users in the JSNA area were receiving a residential package which was above the county rate (27.2%). Almost two thirds of adult social care users (65.9%) in the JSNA area were in receipt of a community based package, almost identical to the county rate (66.0%).

The 'Older People' package was the most common adult social care package for service users in the JSNA area (67.2%) above the Warwickshire rate (61.0%)⁴⁷ (Figure 27). This may be expected given the older age profile of the population.

Figure 27: Adult Social Care primary support reasons, 2018/19



Source: Business Intelligence, Commissioning Support Unit, WCC

DEPRIVATION, POVERTY, ECONOMY & EDUCATION

DEPRIVATION

The Index of Multiple Deprivation (IMD) 2019 is the official measure of relative deprivation for small areas (LSOAs) in England. It ranks every small area in England from 1 (most deprived area) to 32,844 (least deprived area). Deprivation 'deciles' are published alongside ranks. Deciles are calculated by ranking the 32,844 LSOAs in England from most deprived to least deprived and dividing them into 10 equal groups ranging from the most deprived 10% to the least deprived 10% LSOAs nationally. The IMD combines information from seven domain indices (which measure different types or dimensions of deprivation) to produce an overall relative measure of deprivation. The domain indices can be used on their own to focus on specific aspects of deprivation (Figure 28).

Within the Wellesbourne, Kineton & Shipston JSNA area, just one LSOA (Wellesbourne West with a ranking of 5) is in the 50% most deprived areas nationally. Nine of the 17 LSOAs are in the least deprived 30% of all LSOAs in England – the Shipston South & Furze Hill LSOA is in the 10% least deprived nationally. In terms of the 'barriers to housing & services' domain, there are five LSOAs in the 10% most deprived nationally and a further four in the 20% most deprived, reflecting their rural nature and consequent relatively poor access to services compared to their overall IMD rankings. There are also issues around the 'living environment' domain (which measures the quality of housing, airquality and road traffic accidents) with three LSOAs being ranked in the 10% most deprived nationally, one in the top 20% and a further three in the 30% most deprived (Figure 28).

Figure 28: Deprivation Rankings in the Wellesbourne, Kineton & Shipston JSNA Area (IMD 2019)

LSOA	Index of Multiple Deprivation (IMD) Decile	Income Decile	Employment Decile	Education, Skills and Training Decile	Health Deprivation and Disability Decile	Crime Decile	Barriers to Housing and Services Decile	Living Environment Decile
Brailes	6	9	10	9	10	8	1	1
Ettington	8	10	10	10	10	10	1	3
Kineton, Chadshunt & Compton Verney	8	10	9	10	9	8	4	1
Kineton Castle, Lt. Kineton & Combrook	7	6	6	7	7	9	4	4
Lighthorne & Lighthorne Heath	6	5	6	7	6	10	3	3
Long Compton	6	8	9	9	9	10	1	1

Shipston South & Furze Hill	10	9	9	9	9	10	6	10
Shipston North	7	6	6	6	6	8	9	5
Shipston West and Town Centre	7	5	6	5	5	9	7	10
Tredington & Blackwell	8	8	9	9	9	10	2	5
Newbold-on-Stour, Ilmington East & Whitchurch	8	9	10	10	8	9	2	3
Vale of the Red Horse	8	8	9	10	10	10	1	2
Wellesbourne West	5	5	6	3	4	7	3	9
Wellesbourne East, Walton & Airfield	8	9	9	9	8	6	2	7
Wellesbourne South	9	10	9	8	9	10	2	10
Moreton Morrell, Ashorne & Newbold Pacey	8	9	10	9	8	8	1	4
Wellesbourne North	7	6	5	8	4	9	8	8

Source: Ministry of Housing, Communities and Local Government, Indices of Multiple Deprivation 2019

Enquiries to Citizens Advice provide an indicator of the scale of need within a community across a range of issues. In 2018/19, there were 4,330 enquiries from residents living in the Wellesbourne, Kineton & Shipston JSNA area (a 28% increase from 2017/18)⁴⁹. Of these, a total of 1,491 (34.4%) were related to benefits, tax credits and Universal Credit issues, and 772 (17.8%) enquiries were related to debt. The top three issues for benefits, tax credits and Universal Credit related enquiries were regarding personal independence payments (430), Employment Support Allowance (155) and Attendance Allowance (138). More than a fifth (21.0%) of all Citizen Advice appointments in the JSNA area in 2018/19 were with residents from Shipston North and the Shipston West & Town Centre LSOAs.

POVERTY

Fuel Poverty: In 2017, in Warwickshire, 10.1% of households were categorised as fuel poor and in Stratford-on-Avon District 9.6%; the average for England was 10.9%⁵⁰. In Wellesbourne, Kineton & Shipston, 9.6% of households (ranking it 14th of the 22 JSNA areas) were categorised as fuel poor. At LSOA level, fuel poverty rates range from 4.0% in Wellesbourne South to 12.4% in Brailes - seven of the 17 LSOAs have a higher proportion of households in fuel poverty than the county average (Figure

29). Between 2016 and 2017, the proportion of households categorized as fuel poor reduced in thirteen of the LSOAs.

Figure 29: Proportion of households in fuel poverty in LSOAs in Wellesbourne, Kineton & Shipston, 2016-2017

LSOA Name	2016 (%)	2017(%)	Difference 2016 to 2017
Brailles	13.4	12.4	1.0
Ettington	10.9	10.9	-
Kineton, Chadshunt & Compton Verney	11.3	10.4	0.9
Kineton Castle, Lt Kineton & Combrook	10.2	10.3	0.1
Lighthorne & Lighthorne Heath	10.5	11.0	0.5
Long Compton	12.9	11.1	1.8
Shipston South & Furze Hill	7.9	6.0	1.9
Shipston North	10.4	8.9	1.5
Shipston West & Town Centre	9.4	8.8	0.6
Tredington & Blackwell	11.3	10.0	1.3
Newbold-on-Stour, Ilmington East & Whitchurch	11.6	9.7	1.9
Vale of the Red Horse	13.2	11.0	2.2
Wellesbourne West	8.1	7.1	1.0
Wellesbourne East, Walton & Airfield	9.4	9.4	-
Wellesbourne South	5.7	4.0	1.7
Moreton Morrell, Ashorne & Newbold Pacey	11.4	9.7	1.7
Wellesbourne North	10.8	8.1	2.7
JSNA	11.3	9.6	1.7
Warwickshire	11.1	10.1	1.0

Source: Department for Business, Energy & Industrial Strategy, 2018 (accessed 17/01/2020)

Children living in low income families: In 2016, a total of 8.9% of children under 16 in the JSNA were in low income families whereas across Warwickshire 11.9% were in low income families - these figures were below the England average (17.0%)⁵¹. At LSOA level, rates range from 1.5% in Kineton, Chadshunt & Compton Verney to 17.5% in Shipston West & Town Centre - seven of the 17 LSOAs have a higher proportion of children under 16 in low income families than the county average (Figure 30) and 12 LSOAs saw the percentage of children aged under 16 in low income families increase from 2015 to 2016.

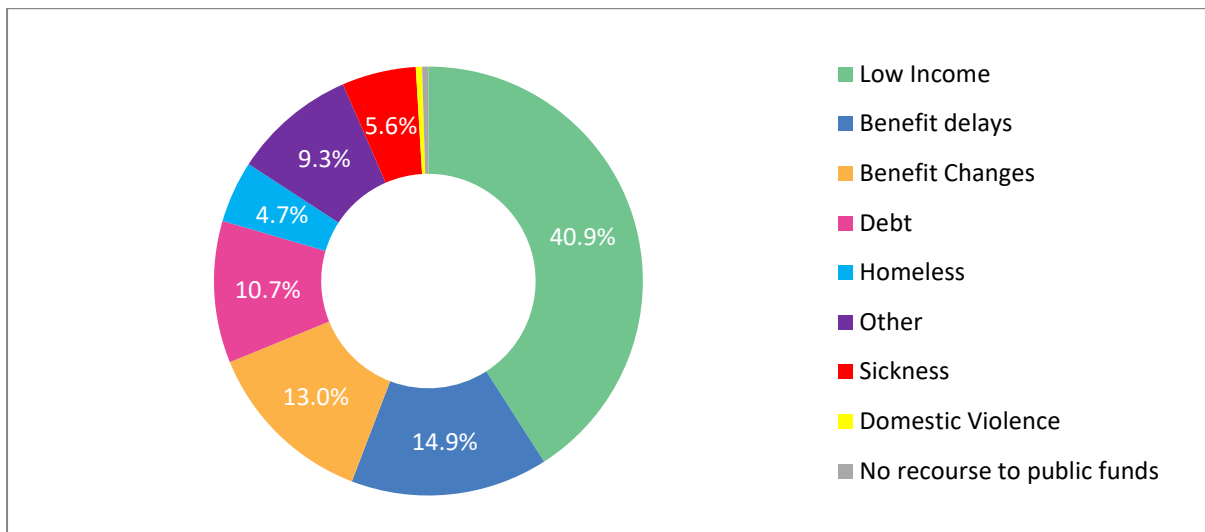
Figure 30: Percentages of Children in Low Income Families, 2015-2016

	2015		2016		Difference 2015-2016	
	% of Children in low-income families		% of Children in low-income families			
	Under 16	All Children	Under 16	All Children	Under 16	All Children
Brailles	3.6	3.6	5.1	5.3	1.5	1.7
Ettington	3.5	3.1	6.6	5.6	3.1	2.5
Kineton, Chadshunt & Compton Verney	1.8	1.5	1.5	1.6	0.3	0.1
Kineton Castle, Lt Kineton & Combrook	11.2	12.4	14.9	15.3	3.7	2.9
Lighthorne & Lighthorne Heath	20.7	19.1	16.5	16.7	4.2	2.4
Long Compton	3.5	3.9	7.0	7.7	3.5	3.8
Shipston South & Furze Hill	8.7	9.1	12.2	12.3	3.5	3.2
Shipston North	7.7	7.8	13.5	13.1	5.8	5.3
Shipston West & Town Centre	14.9	14.5	17.5	17.3	2.6	2.8
Tredington & Blackwell	4.5	5.3	5.7	5.8	1.2	0.5
Newbold-on-Stour, Ilmington East & Whitchurch	0.0	2.0	2.5	2.2	2.5	0.2
Vale of the Red Horse	5.6	4.9	4.9	4.8	0.7	0.1
Wellesbourne West	16.3	15.9	14.8	14.3	1.5	1.6
Wellesbourne East, Walton & Airfield	7.8	8.0	15.1	14.5	7.3	6.5
Wellesbourne South	1.3	1.1	2.0	1.7	0.7	0.6
Moreton Morrell, Ashorne & Newbold Pacey	4.2	3.5	2.6	2.6	1.6	0.9
Wellesbourne North	5.1	5.4	7.1	6.8	2.0	1.4
JSNA	7.1	7.2	8.9	8.6	1.8	1.4
Warwickshire	11.8	11.5	11.9	11.7	0.1	0.2
England	16.8	16.6	17.0	17.0	0.2	0.4

Source: <https://www.gov.uk/government/statistics/personal-tax-credits-children-in-low-income-families-local-measure-2016-snapshot-as-at-31-august-2016> (accessed 17/01/2020)

Food Poverty: Nationally, the Trussell Trust foodbank network distributed 1.6 million ‘three-day emergency food’ supplies, through 1,200 foodbanks across the UK, to people in crisis in 2018/19 (an increase of 19% from 2017/18). One parcel provided by the food bank will provide a minimum of three days’ tinned and dried food, as well as essential non-food items donated by the local community. At a more localised level, the Fosse Foodbank based in Kineton but also operating out of Wellesbourne, Southam and Bishop’s Itchington helped 526 people in 2018/19 - up 27% from 413 in 2017/18. The increase was particularly driven by the number of children requiring help rising from 144 to 197 (37%). The weight of food given out by the Fosse Foodbank increased by 8% to 14,069 kgs from 2017/18 to 2018/19. The top reason given for referral to the Fosse Foodbank was low income accounting for 40.9% of referrals in 2018/19 with a further 14.9% due to benefit delays (Figure 31).

Figure 31: Reasons for using Fosse Foodbank, 2018/19



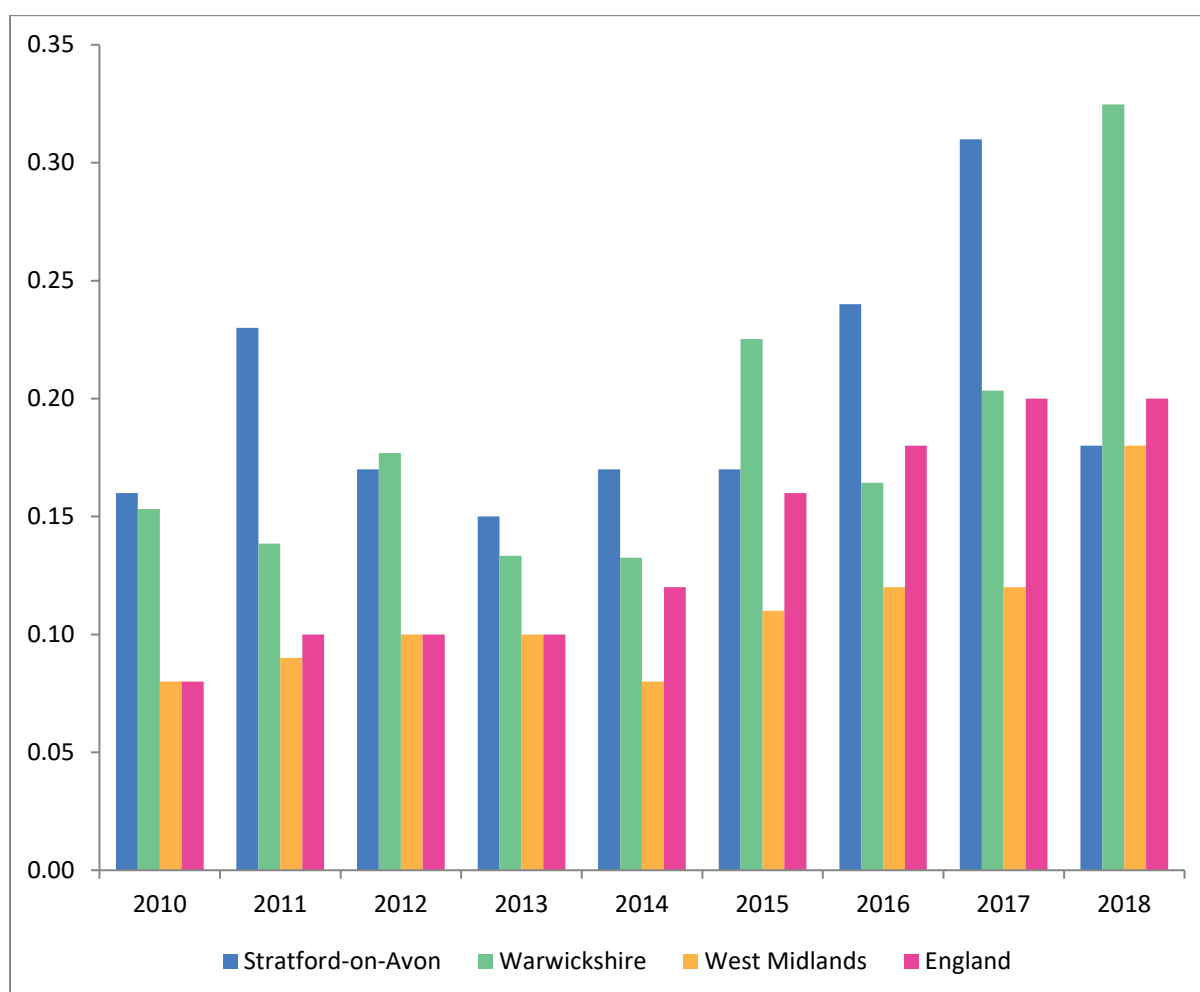
Source: Warwickshire Trussell Trust

Homelessness: The health and well-being of people who experience homelessness are poorer than that of the general population; they often experience the most significant health inequalities. The longer a person is homeless, particularly from young adulthood, the more likely their health and well-being will be at risk. ONS statistics suggest that the mean age of death of homeless men is 32 years lower than for the general population at 44 years, and even lower for homeless women at just 42 years⁵².

Homelessness is increasing in Stratford-on-Avon District. In 2017/18, the council accepted 169 applicants as unintentionally homeless, eligible and in priority need, compared with 142 in 2016/17 (a 19% increase).

Rough Sleeping: Every autumn each local authority produces an estimate of the number of people sleeping rough on a single night. Recorded counts of rough sleeping in Stratford-on-Avon District suggest that rates are variable with the rate in 2018 (0.18 per 1,000 households) being the lowest in three years (Figure 32)⁵³.

Figure 32: Rate of Rough Sleepers (per 1,000 households), 2010 to 2018



Source: Local Authority Homelessness Statistics (England) (accessed 17/01/20)

ECONOMY

Employment by Occupation: In 2018, nearly 9,000 people were employed in manufacturing (54.1%) in Wellesbourne, Kineton & Shipston ranking it the highest proportion of any JSNA area in the county and nearly double the next highest proportion (28.3% in Bedworth Central & Bulkington)⁵⁴. Many of those 9,000 being employed in the motor industry at Gaydon. The next most significant employment sector in Wellesbourne, Kineton & Shipston was professional, scientific and technical (10.0%) followed by education (5.8%).

The average (median) gross annual resident earnings for full-time workers for Stratford-on-Avon District was **£32,600** in 2019, a rise from £28,472 in 2009 (+14.5%). The average gross annual resident earnings across the district is above the county average of £31,819⁵⁵. However, it is recognised that the average earnings may mask high numbers of people earning a low wage.

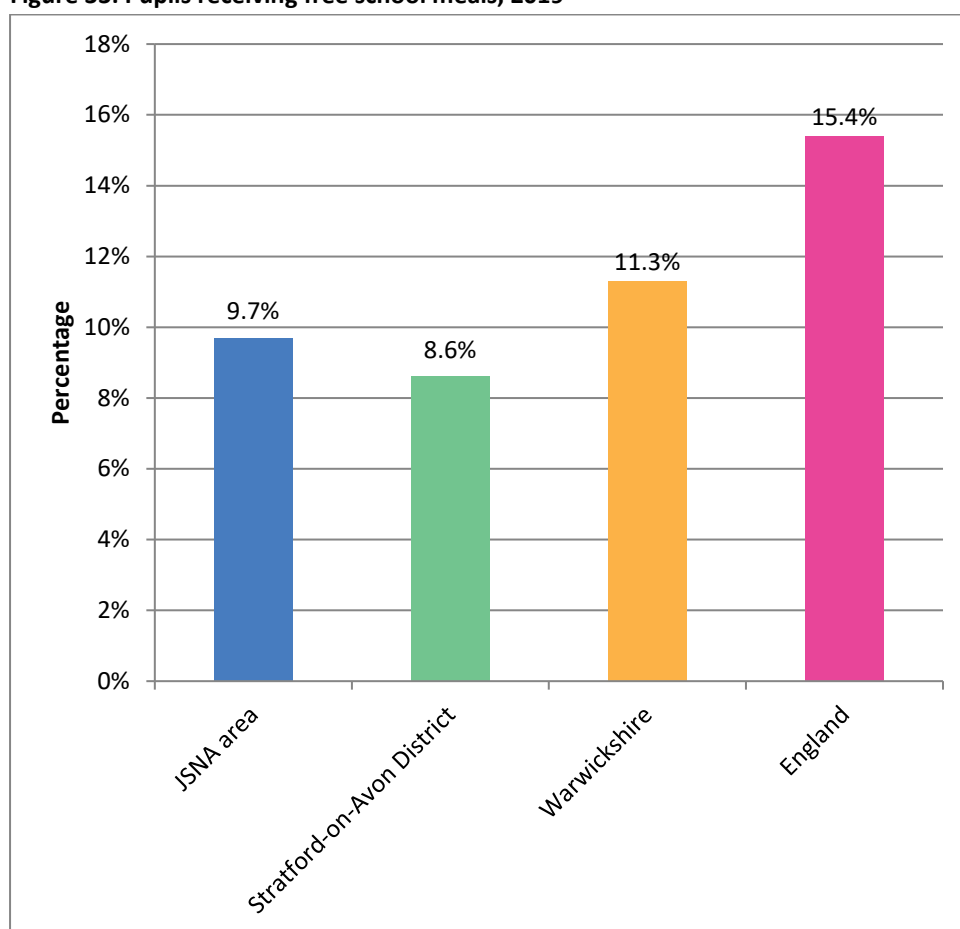
Universal Credit in May 2019, there were 612 people on Universal Credit in the JSNA area, up from 417 in 2018 reflecting the roll out of this benefit across the area⁵⁶.

EDUCATION

Highest level of qualification: In 2011, a total of 18.6% of Wellesbourne, Kineton & Shipston residents had no qualifications (17th highest of the 22 JSNA areas), which was slightly below the district average (19.3%) and the county average (21.6%)⁹. However, the proportion with Level 4 qualifications and above (completed some higher education) at 34.4% in the JSNA was above the district (33.4%) and the county (28.8%) average.

Free School Meals The proportion of pupils registered as eligible and claiming for a Free School Meal in 2019 in the Wellesbourne, Kineton & Shipston JSNA area was 9.7% - above the district average (8.6%) but below the county rate of 11.3% (Figure 33)⁵⁷. At LSOA level, the area with the lowest rate was in Wellesbourne South (0.8% - 329th highest of the 339 LSOAs in Warwickshire) whilst the highest was in Lighthorne & Lighthorne Heath (21.5% - 39th highest LSOA in the county).

Figure 33: Pupils receiving free school meals, 2019



Source: School Census (January 2019), Early Help & Education, Business Intelligence, WCC

In December 2019, there were 3,290 school-aged children attending 14 state sector schools in the Wellesbourne, Kineton & Shipston JSNA area (across all schools and all ages)⁵⁸. Within the area there are twelve primary schools and two secondary schools. The geographical locations of schools in the JSNA area can be found in Figure 1.

In 2019, nearly all (99.6%) of school age children living in the Wellesbourne, Kineton & Shipston JSNA area were attending Ofsted inspected schools rated either Good or Outstanding (Nursery to Year 13)⁵⁹ ranking it 2nd highest of the 22 JSNA areas in the county and above both the district (93.2%) and county (87.0%) averages.

Of all pupils living in the JSNA area, 2.7% had an Education, Health and Care Plan (EHCP) in 2019, across both primary and secondary school ages. When ranked from highest to lowest percentage, this area is the 16th of all JSNA areas; the Warwickshire average was 3.1%. The main primary needs in the JSNA area were Severe Learning Difficulty (SLD) (28%) and Autism Spectrum Disorder (ASD) (25%) which were also the two main primary needs for Warwickshire.

Nearly three quarters (73.3%) of Reception age children (age 4-5), in the JSNA area achieved a good level of development in 2019 (having been between 72.6% and 76.1% since 2016), this is above the Warwickshire average of 71.8%. There are differences in the achievement of those in receipt of a free school meal (45.0%) and those who are not (75.9%). The data suggests a wide gap; however, it should be noted that numbers of pupils in receipt of a free school meal are relatively small⁵⁷.

At Key Stage 2 (Year 6 – age 10-11 years) in 2019, a total of 64.1% of children in the JSNA area achieved the expected levels of development for reading, writing and maths, just below the Warwickshire average of 65.7%. Disadvantaged children (those eligible for free school meals) were less likely to achieve the expected standard, with 45.0% achieving the expected standard in the JSNA area compared to 56.4% in 2018 (Figure 34)⁵⁸.

Figure 34: Percentage of Key Stage 2 children achieving the expected level in reading, writing and maths, 2018 and 2019

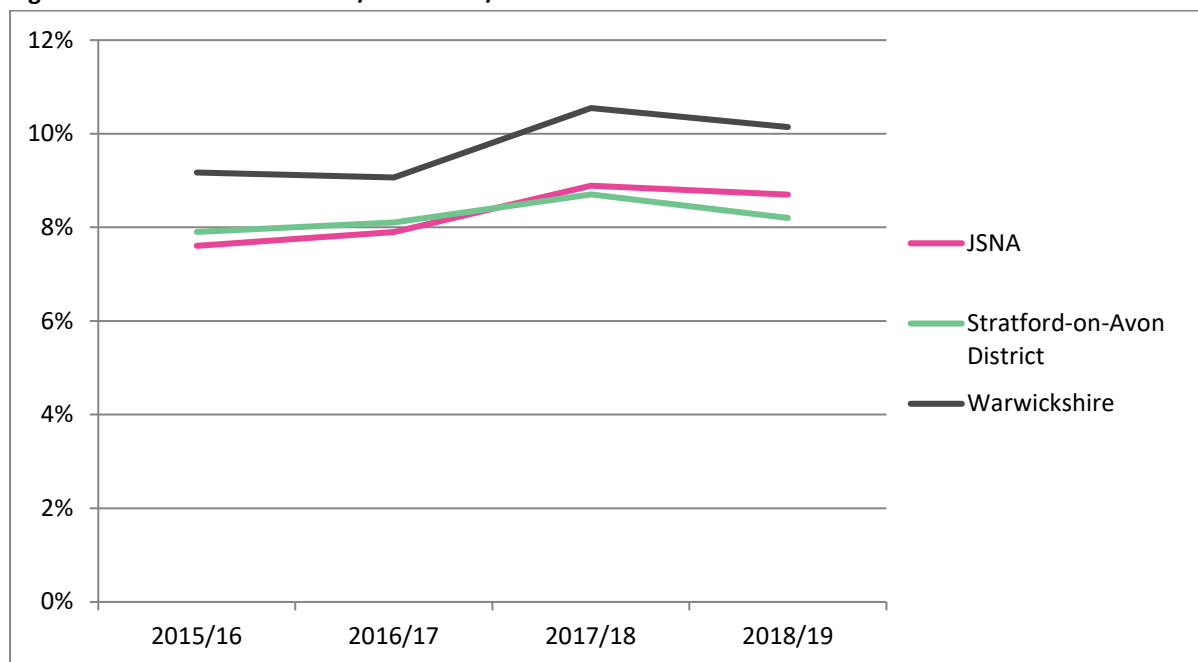
	All Children	Dis-advantaged	Non-dis-advantaged	All Children	Dis-advantaged	Non-dis-advantaged
	2018			2019		
JSNA	70.0%	56.4%	72.9%	64.1%	45.0%	67.6%
Stratford-on-Avon	69.8%	48.9%	73.7%	68.0%	41.3%	73.7%
Warwickshire	67.4%	47.0%	73.0%	65.7%	47.2%	71.2%
England	64.8%	51.0%	71.0%	65.3%	51.5%	71.5%

Source: Early Help & Education, Business Intelligence, WCC

Key Stage 4: In 2019, a total of 53.0% of Key Stage 4 students in the JSNA area were achieving Grades 9 to 5 (Strong Pass) in English and Maths. This was above the county average (49.5%) but below the district average (55.6%). Those who were non-disadvantaged (60.4%) performed better than the county (55.4%) and similarly to the district (60.6%) averages. The number of disadvantaged children at Key Stage 4 who achieved the new Key Stage 4 measures was just three out of the 32 pupils (9.4%) in 2019 (in 2018 it was 6 out of 30 – 20.0%).

The proportion of pupils, missing 10% or more (defined as persistently absent) of school in 2018/19 in Wellesbourne, Kineton & Shipston was 8.7% (the 16th highest of the 22 JSNA areas in the county)⁵⁸ equating to 257 pupils, compared to the county rate of 10.1% (Figure 35).

Figure 35: School Absence 2015/16 to 2018/19



Source: Education and Early Help Team, Business Intelligence, Warwickshire County Council

At LSOA level, the highest level of absenteeism was in Wellesbourne West (14.2% - the 49th highest out of all 339 LSOA areas in Warwickshire), the lowest rate was in Tredington & Blackwell (5.7% - 269th highest).

COMMUNITY SAFETY

CRIME

The South Warwickshire Community Safety Partnership works to reduce levels of crime and disorder in the district, priorities for 2018/19 included⁶⁰:

- Violent crime – focus on domestic violence and abuse
- Anti-social behaviour (ASB) – emphasis on substance misuse and street begging
- Reducing re-offending – focus on offender management
- Alcohol and drugs – particularly in relation to violent crime and ASB
- Crime in rural areas
- Serious acquisitive crime – specifically theft from vehicles and residential burglary

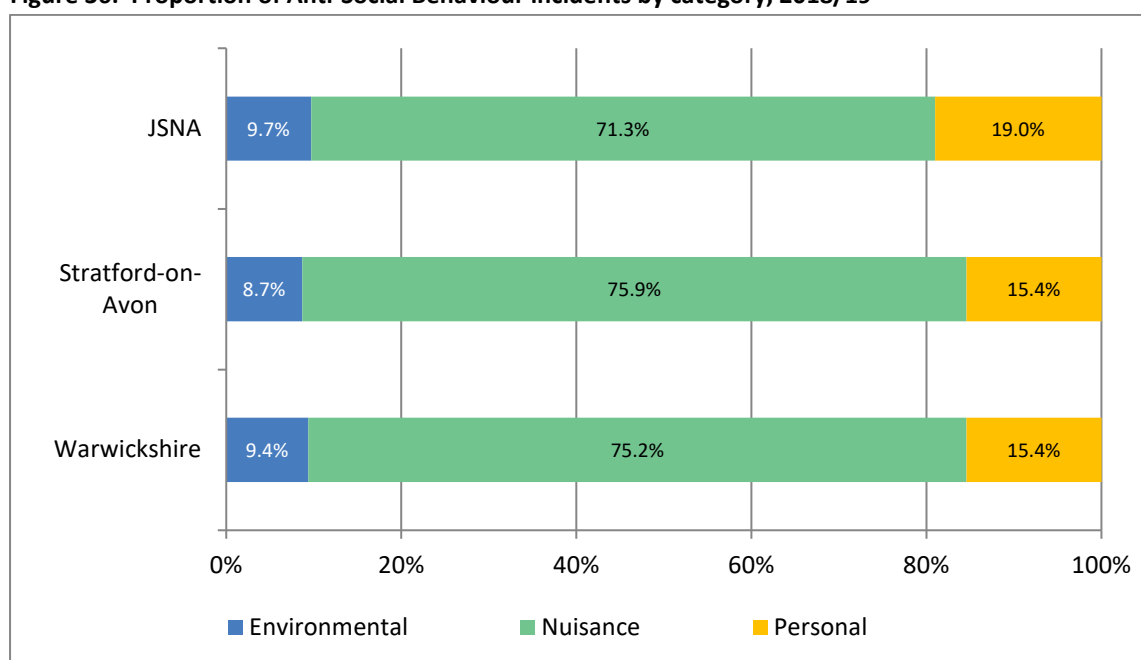
The Wellesbourne, Kineton & Shipston JSNA area recorded a crime rate of 44.4 offences per 1,000 population (1,233 crimes) for September 2018-August 2019, lower than the district (59.4 per 1,000) and county (73.4 per 1,000) rates. Overall, the JSNA has the 2nd lowest crime rate of all the JSNA areas. At LSOA level, the highest recorded crime rate was in the Wellesbourne East, Walton & Airfield LSOA (81.9 per 1,000 population, 167 offences); the lowest rate was in Shipston South & Furze Hill (18.9 per 1,000 population, 35 offences)⁶¹.

ANTI SOCIAL BEHAVIOUR

In 2018/19, there were 14.9 Anti-Social Behaviour (ASB) incidents per 1,000 population reported to police in the Wellesbourne, Kineton & Shipston JSNA area. Rates have increased since 2017/18 (14.1 per 1,000 population) but were below the district (16.9 per 1,000) and county averages (22.8 per 1,000) in 2018/19⁶² (Figure 36).

The JSNA area has a larger proportion of personal ASB incidents (19.0%) and smaller proportion of nuisance incidents (71.3%) compared to the district and county. Personal ASB involves the targeting of a specific individual or group and is monitored within the cross cutting vulnerability theme.

Figure 36: Proportion of Anti-Social Behaviour incidents by category, 2018/19



Source: Warwickshire Police STORM Incident System

DOMESTIC VIOLENCE AND ABUSE

The rate of domestic abuse incidents reported to police from 1st July 2017 to 30th June 2018 per 1,000 population in the Wellesbourne, Kineton & Shipston JSNA area was 6.8 (ranking the area as 21st highest of the 22 JSNAs), below the Warwickshire average of 13.0 per 1,000⁶³. The number of incidents reported across the JSNA area fell (26%) from 250 in 2016/17 down to 184 in 2017/18 of which 25 took place in the Kineton Castle, Little Kineton & Combrook LSOA. However, numbers of incidents and rates for the county have remained fairly static (Figure 37).

Figure 37: Rates of domestic abuse, 2016/17 & 2017/18

	2016/17		2017/18	
	No.	Rate per 1,000	No.	Rate per 1,000
JSNA	250	9.2	184	6.8
Stratford-on-Avon	1,120	9.2	1,108	9.1
Warwickshire	7,256	13.0	7,264	13.1

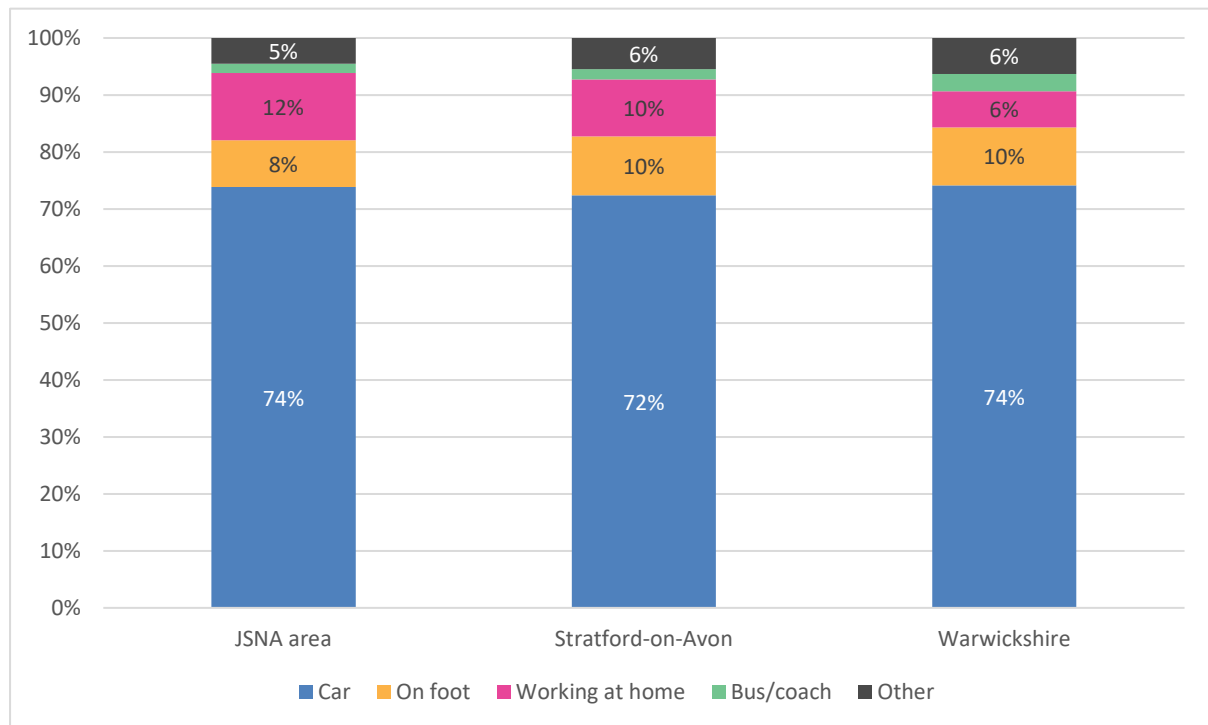
Source: Warwickshire Police STORM Incident System

TRAVEL

ACCESS TO A CAR

Vehicle licensing statistics show that car ownership in Stratford-on-Avon District, in 2018, was 73.2 cars per 100 population aged 17+ (84,000 cars), which is the second highest of the lower tier authorities in Warwickshire (70.5 cars per 100 population, a total of 321,800 cars)⁶⁴. Ownership of cars in the district (84,000) has increased by 14.4% (10,600 cars) since 2009, slightly above the county increase of 12.4% (35,400 cars). Overall, there are 102,200 vehicles including commercial vehicles registered in the district equating to 89.1 vehicles per 100 population aged 17+. The Department for Transport estimated that 6 billion vehicle miles were travelled on roads in Warwickshire in 2018⁶⁵. This is reflected in the percentage of people travelling to work by car which was 72% across the district in 2011 (Figure 38), but slightly higher in Wellesbourne, Kineton & Shipston (74%)⁹ and Warwickshire (also 74%). The 2011 Census data suggests usage of cars to travel to work in the JSNA area was greatest in the Wellesbourne South LSOA (85.5%).

Figure 38: Method of travel to work, 2011



Source: Census 2011

However, concerns about transport, the impact of cuts to bus routes and costs were discussed at the Wellesbourne stakeholder event. The lack of public transport resulting in social isolation and making it difficult for people without cars to access services was reported to be a significant issue.

ROAD TRAFFIC COLLISIONS

Warwickshire County Council's Road Safety Intelligence Team manages data in relation to road traffic collisions. Data shows that the total number of road traffic collisions involving injuries in the Wellesbourne, Kineton & Shipston JSNA area was 51 from November 2018 to October 2019 equating

to a rate of 1.8 injuries per 1,000 population (slightly lower than the county rate of 1.9 road traffic injuries per 1,000 population)⁶⁶. More than two thirds (70.6%) of the injuries were classed as slight, although sadly, there were also two fatalities.

ENVIRONMENT

At the time of writing there were no environmental monitoring stations within the JSNA area hence no data is available relating to air quality.

ENGAGEMENT

The following section includes data and information from local residents and stakeholders on the health and well-being needs of people living in the Wellesbourne, Kineton & Shipston JSNA area. This was gathered from a joint stakeholder event and surveys of residents and professionals working within the area.

STAKEHOLDER EVENT

A stakeholder engagement event to understand the health and well-being needs of people living in the Wellesbourne, Kineton & Shipston JSNA area took place in Wellesbourne Methodist Church on Thursday 28th November 2019. Attendees were invited from a wide range of local services and community support groups.

The meeting included an overview and context setting presentation and table top discussions about health and wellbeing assets in the area. This was followed by a sample of early information about the area and a second table top discussion exploring issues pertaining to needs and potential action planning for the future.

Table top discussion 1

What are the health and wellbeing assets in the area?

- Hastings House Surgery, Shipston Medical Centre and Vale of Red Horse GP practices
- Ellen Badger Hospital – Possible co-location of primary and secondary care
- Shipston League of Friends
- Parish Council
- Church Activities
- Sport and Community Centres in Kineton, Shipston and Wellesbourne
- Walking Groups
- Housing stock
- Low unemployment rates
- Educational attainment
- Benefits of being rural – open spaces
- Sports facilities – thriving clubs etc.
- Shipston Link
- Cultural activities
- OSCARS (Over 60's Community and Recreation Scheme)

- University of the Third Age
- Place Based approach
- Dementia support – dementia friendly communities, dementia friendly allotment plot, Dementia café in Wellesbourne (also one at Compton Verney)
- Care Navigators
- Chedhams Yard
- Co-locating services – social prescribers now in GP surgeries are seen as a real step forward as long as they know what is out there
- Libraries offering more than just books in Wellesbourne, Shipston, Kineton (community)
- Fire stations – Shipston, Wellesbourne
- Village notice boards & parish newsletters – a hub of local, up to date information, not requiring internet connection
- A strong sense of community within the larger villages (is this the same for smaller rural villages without so many facilities?) – social prescribing link workers
- A good road network
- 3rd sector outreach in Wellesbourne and Shipston

What are the gaps in provision and services?

- Detriments of being rural – access to cheap reliable transport, shops, isolation
- Wifi/Broadband coverage poor – access to computers and training
- Part of Ellen Badger unusable?
- Implications of new housing development – maintaining co-ordination of services
- Social Isolation
- Transport – accessibility, need to be more creative – use of volunteers, befriending
- VASA (Voluntary Action Stratford-on-Avon District) – know they exist, but don't know how to access, need more volunteer drivers
- Would like closer links with the GP surgeries
- How to engage the local care homes to come along to events of university of third age?
- Support for unpaid carers
- Schools as facilities are restricted
- Problems recruiting district nurses for rural areas
- Problems getting care agencies to go out to people in rural areas
- Could Hastings House acquire its own vehicle, a bit like Harbury-e-Wheels
- Lack of Youth/Children's centres – refurbishment of the scout hut
- Are the play area facilities adequate? (one near sports hall and one near Dovehouse)
- Recruitment for part time fire fighters difficult – little interest
- Sustainability of community assets - training community leaders to delegate!
- Services directory

What should be prioritised?

- Importance of communication, effective use of data, especially for boroughs/districts
- Need to explore different methods of providing transport
- Loneliness/isolation for ageing population and young families
- Access to services – Primary Care Networks/Hospitals
- Access to public transport, digital, outreach centres, shops, schools and information
- 'Walking miles'

- Outdoor gym
- Planning for climate change implications

What community-based solutions can we use, and develop to address the above?

- All of the above assets
- Shipston – potential better use of former Pettifers Garage site?
- Communication essential – linking outlying areas to the main rural centres
- Use existing leaflet drops to deliver information
- Mobile Libraries, home delivery service
- Mobile GP units
- Community hubs using existing facilities/resources (ie pubs, shops, village halls, churches)
- Health coaching to address isolation and increase health benefits
- Community based activities – mobile co-ordinator – like in nursing/residential homes

Table top discussion 2

Wider determinants: risk, assets, needs and potential action planning for the future.

- Housing - role of district council in determining affordable housing mix in communities, however, unlikely to deliver sufficient volume.
- Lifestyle choices linked to childhood experiences, e.g. growing up in smoking household, around alcohol etc. Influence of parental behaviour over children's behaviour. Action planning: continued awareness raising of influence over behaviour.
- Many determinants intrinsically linked, so difficult to unpick which are having a greater or lesser impact, and difficult to identify effective interventions.
- Early intervention and prevention rather than reactive intervention.
- Employment - difficulty attracting employees into certain job roles, e.g. around social care.

Rural and social isolation

- Launching friends of Hastings House to raise money to use with projects with patients to support loneliness and social isolation
- Young mom's babies under 1, anxiety around the child, need reassurance.
- Parent trainer project – train people in local communities to have that role. Facebook plays a role in this.
- Role of the health visitor has changed so this has impacted on the assets. Young people, renting a room, haven't made friendships yet. Link to young male mental health.
- Carers
- LGBTQ community
- Farming community - engaging the NFU
- Men's group at The Stag
- Contractors living away
- Informal running group
- Choral groups
- Photography club in the evening
- Wellesbourne Walton news – monthly
- Transport and being able to access these things are a big issue

Older People and Health Ageing

- Encourage people to self-manage conditions – preventative and proactive
- Aging population in this JSNA area
- Providing care in rural areas – difficulty recruiting for rural areas (nursing and social care)
- Identifying carers to accompany people with dementia to activities e.g. allotments
- Funding and support for community led activities – volunteer led activities need support to provide activities (referred to WCAVA)
- **At risk.** Older people – isolated, long term conditions, health issues, tend to be less active in bad weather and low temperatures, more at risk of falls
- **Assets.** Local communities and community resources, willingness of rural communities to support each other (tradition)
- Levels of active lifestyles in rural areas – keeping people independent longer – reduces ill health, isolation
- Older people have time
- **Need.** Access to services – having information, transport, support (social prescribing) local volunteers
- Volunteer drivers have a narrow window usually between retirement and being unable to drive safely
- Mobile services to come to the people rather than the other way around and to address poor transport links
- Balance between dependency and independence
- Choice is important!
- **Action.** Encourage generations to mix and support each other – activities that mix older people and young people – share experiences, skills and knowledge e.g. young people sharing digital skills and older people sharing life skills
- Using/sharing existing services e.g. mobile libraries facilitating activities – not reinventing the wheel!

Children and young people

- Provision for teenagers and youth services
- Stigma associated with closer communities when public services are involved with families
- Choosing where to live – but not for your children who maybe do not appreciate country life!
- Schools have a huge potential role in the wellbeing of children in rural areas
- New building social housing – migration into the villages – more children and young people – lots of decisions based on past data/evidence rather than considering the future
- Badger Valley Children’s Centre – no longer a hub, underutilised community asset
- Shipston West and Town Centre – pockets of Income deprivation amongst a wealthy background
- Voluntary sector – running youth clubs and services – is it more about youth activities? We need to ask our young people who live in rural communities what they would like to see without empty promises
- Schools and wrap around support – holiday hunger activities and camps

- Using community assets to train and ‘bulk up’ the offer in rural locations

Following the Stakeholder Event, comments were submitted expressing concern about the public consultation on stroke services across the county which suggests that services be concentrated at University Hospitals Coventry & Warwickshire. The local concerns relate to the lack of viable public or community transport from areas such as Shipston to Coventry. Reference was made to recommendations in the Wellesbourne and Walton Parish Plan of the provision of a ‘measured mile’ and ‘trim trail’ to support the health and wellbeing of local residents.

Furthermore, Stratford District Council provided data from their 2019 Residents [Survey](#)⁶⁷. In total, the survey received over 1,800 postal self-completion questionnaire responses, 392 from residents residing in the Wellesbourne, Kineton & Shipston JSNA area. A summary of the key findings relating to the JSNA are presented below, and a full summary is included in the Appendix:

- 55% of Wellesbourne, Kineton & Shipston residents stated that health services were most important in making somewhere a good place to live, just below the Stratford District average (57%).
- 39% of JSNA residents stated that road and pavement repairs most need improving. Public transport (35%) and activities for children (33%) were also considered important for improving.
- 91% of JSNA residents stated they were either ‘fairly’ or ‘very satisfied’ with the local area as a place to live – identical to the Stratford-on-Avon District figure (91%).

JSNA SURVEY

A Joint Strategic Needs Assessment Survey was administered to professionals (those working in the Wellesbourne, Kineton & Shipston JSNA area) and residents of the area. The findings are presented below and are based on responses received between 1st June 2018 and 18th February 2020.

Professionals

A total of 4 responses were received for the professionals’ survey, two of which included working across other areas of the district as well as Wellesbourne, Kineton & Shipston. These professionals worked for the county council or the NHS. The key findings from the professionals’ survey showed that the highest priorities for improvement were children & young people, working age and parent & infants. When asked, in their experience of working in the JSNA area, to rank the top three potential barriers to improving health and wellbeing of the local population, ‘poor public transport links’ was selected by three of the four respondents.

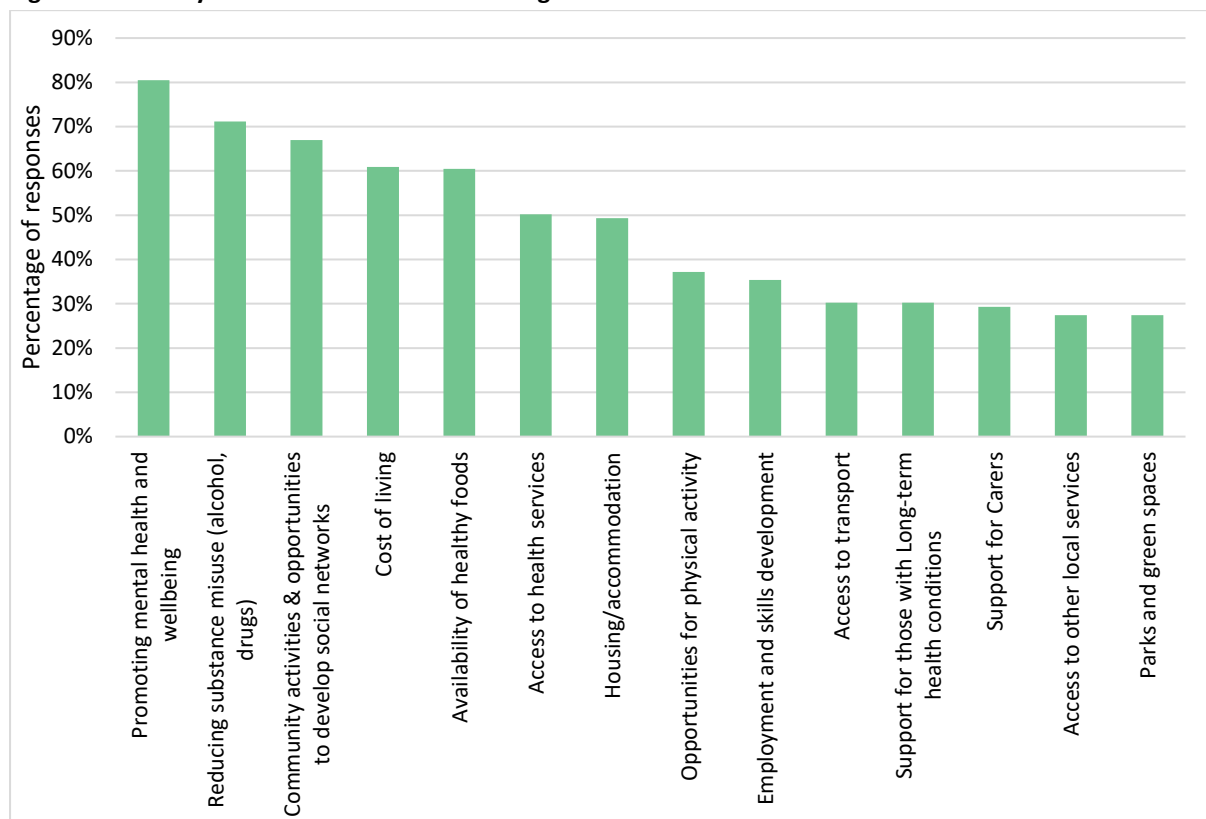
Residents

There were 215 responses from residents living in the Wellesbourne, Kineton & Shipston JSNA area (139 female and 68 males, with 8 other or not responding) out of 577 across Stratford-on-Avon District. They were split across all age groups, with older people overrepresented and younger people underrepresented (eight aged 18-29, twenty-one aged 30-44, thirty-nine aged 45-59, eighty-eight aged 60-74 and fifty-four aged 75+, with one aged under 18 and four not answering). By far the largest total of respondents (119) were wholly retired from work; almost two thirds of that number (76) were

in employment (33 full-time, 26 part-time, 17 self-employed); 2 were unemployed, 10 not working due to illness or disability or in education; and 5 looking after the home or family; and 3 in full-time education.

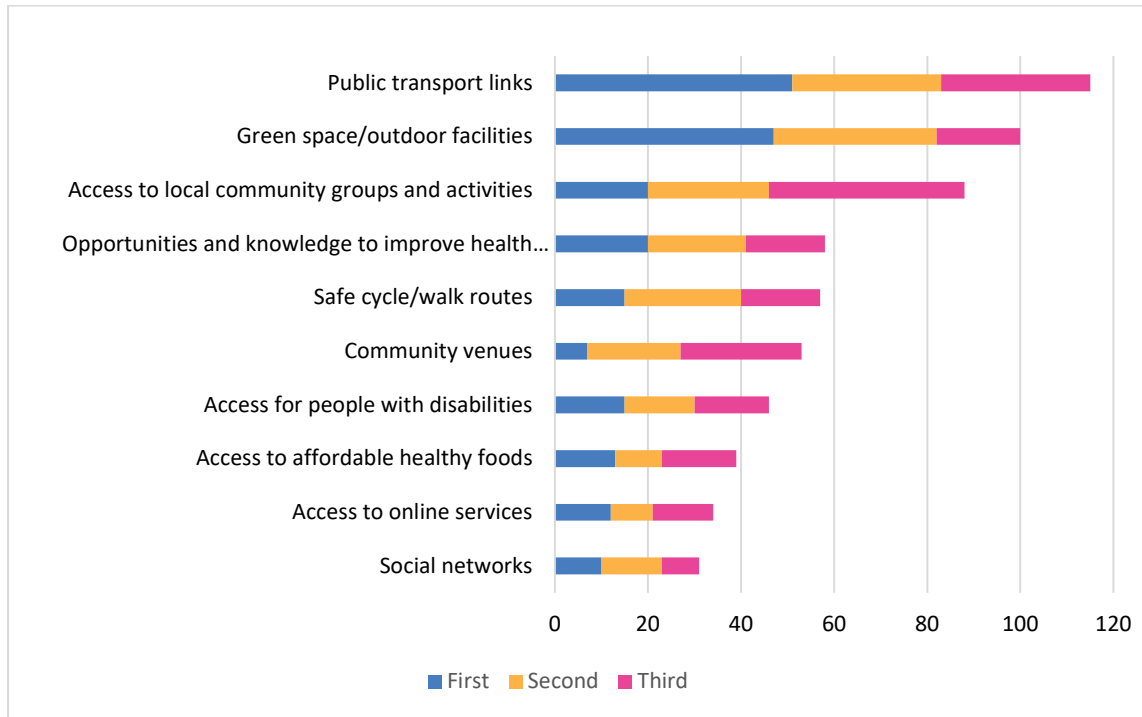
Highest priority areas for health and wellbeing in the JSNA area included promoting mental health and wellbeing (80.5% of responses), reducing substance misuse (71.2%) and community activities & opportunities to develop social networks (67.0%) (Figure 39).

Figure 39: Priority areas for health and wellbeing - Residents



When asked “What are the top 3 things that you value about the local area/local community which support positive health and wellbeing”, the most popular answer was public transport links, which was in the top 3 for 115 people (53.5%). Green space/outdoor facilities was in the top 3 for 100 people (46.5%). Public transport links was selected as first choice in 51 (23.7%) of the 215 survey responses and a further 47 (21.9%) first choices related to green space/outdoor facilities (Figure 40).

Figure 40: Top 3 things in the local area which support positive health and wellbeing – Residents



A further open text question was asked about what 3 things could be better in your local area to improve health and well-being. In summary, comments related to more and improved access to health facilities, better public transport/transport links and access to services. Further results can be found in the appendices.

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, research and information gathering was undertaken in order to identify current community assets within the Wellesbourne, Kineton & Shipston JSNA area.

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). A count of community assets is listed in Figure 41 and mapped in Appendix A.

Figure 41: Community assets by theme

Theme	Locations with this activity
1 - Children & Families	18
2 - Young People	17
3 - Older People	20
4 - Community Venues & Meeting Points	47
5 - Community Organisations & Social Groups	36
6 - Leisure & Recreational Activities	36
7 - Advice & Support	13
8 - Community Cafes & Foods	12
9 - Health & Well-being	28
10 - Education & Learning	15

The theme with the largest number of community assets by number of activities was leisure and recreational activities, this is in line with other JSNA areas across the county. These include sports centres and clubs, walking groups, outdoor activities, leisure facilities and classes. The theme with the fewest community assets was community cafes and foods.

It is important to recognise that community assets are changing all the time due to changes in demand and resources.

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