

# PLACE BASED NEEDS ASSESSMENT

## STRATFORD-UPON-AVON

Warwickshire Joint Strategic Needs Assessment Report

October 2019

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## KEY MESSAGES

- Across a wide range of health, social and economic indicators, Stratford-upon-Avon JSNA generally performs in line or better than county averages.
- However, there can be considerable variation in performance within the JSNA area. Some areas routinely record poorer outcomes across a range of measures. These include the LSOAs of Maybird and Stratford Mount Pleasant East.
- In any area, including the Stratford-upon-Avon JSNA, it is possible for pockets of deprivation to exist but be less visible in the data because of small numbers. In such cases, support networks both formal and informal may be less developed and the experience of being 'in need' may be different to areas where prevalence of need is wider and experienced by more people.

## DEMOGRAPHICS

- In 2017, the population of the Stratford-upon-Avon JSNA area was 39,965 residents.
- The JSNA population had a slightly older age profile when compared to Warwickshire. There are proportionately more residents in all age groups above 60 years and proportionately fewer residents in the 0-17 age groups when compared to the county profile.
- The rate of population growth in the area since 2011 has been higher than the district or county. Population growth in the over 65s is expected to outpace other groups within the next 15-20 years. Growth in the number of residents aged 90+ is expected to experience the highest rates of increase.
- In 2011, the JSNA area had a slightly more diverse population than the district but was roughly in line with county figures. The JSNA area did have a higher proportion of residents who identified as 'white other' when compared to both the district and county.
- In 2011, of the 16,289 households recorded in the JSNA area around 17% were privately rented. This was higher than district and county levels.

## HEALTH

- Life expectancy at birth (2015-17) for both men and women living in the JSNA area was higher than for residents in Warwickshire as a whole.
- GP records indicate that significantly higher rates of hypertension were recorded at GP practices in the JSNA area between 2013/14 and 2017/18.
- Rates of atrial fibrillation have shown an upward trend since 2012/13. In 2017/18 rates were significantly higher at four out of the five GP practices included within the JSNA area.
- Crude emergency admission rates (per 10,000 population) for CHD were noticeably higher in the LSOAs of Old Town & Town Centre South and Tiddington & Alveston.
- In 2017/18, four GP practices in the JSNA area recorded a significantly higher prevalence of osteoporosis in those aged 50 and over.
- Between 2015/16 to 2017/18 the volume of emergency admissions for injuries due to falls was noticeably higher in the LSOAs of Tiddington & Alveston and Stratford Old Town & Town Centre South – they ranked 1<sup>st</sup> and 3<sup>rd</sup> respectively out of all 339 LSOAs in the county.

- In 2017/18 rates of adult obesity were significantly higher than the England rate at Meon Medical Practice.
- Data for the period 2013/14 to 2017/18 indicates that 18.6% of Reception age children and 24% of Year 6 pupils in the JSNA area were classed as overweight or very overweight.
- The Stratford-upon-Avon JSNA area had the 4<sup>th</sup> highest number of service users for drug and alcohol services in Warwickshire. It had the 3<sup>rd</sup> highest number of services users for alcohol related issues.
- In 2011, around 3,500 residents in the JSNA area provided unpaid care. In April 2018, the JSNA area had the 6<sup>th</sup> highest number of young carers known to the Warwickshire Young Carers Project compared to the 22 other JSNA areas.
- Between 2014/15 and 2017/18, rates of emergency admissions for self-harm for 10-24 year olds in the JSNA area were the 5<sup>th</sup> highest of all 22 JSNA areas.

## SOCIAL CARE

- At December 31<sup>st</sup>, 2018 the rate of Children Looked After by the Local Authority for the JSNA area was higher than the district but lower than county rates.
- The JSNA area had the 4<sup>th</sup> highest rate of children with disabilities when compared to all JSNA areas in the county.
- In 2018, the highest proportion of adult social care packages in the JSNA area were for physical support and older people – this was similar to the county picture.

## DEPRIVATION

- The Index of Multiple Deprivation 2015 indicates that the JSNA area had two LSOAs in the 40% most deprived nationally. These are Maybird and Stratford Mount Pleasant East. The JSNA area also had four LSOAs in the 10% least deprived LSOAs nationally.
- Three LSOAs in the JSNA area feature in the 10% most deprived nationally when the domain of 'barriers to housing and services' is considered.
- In 2015, four LSOAs recorded proportionately higher levels of children under the age of 16 living in low income households. These were Maybird, The Avenue, Stratford Mount Pleasant East and Bishopton.
- In the JSNA area, levels of fuel poverty were highest in the LSOAs of Town Centre North, Old Town & Town Centre South, Stratford Mount Pleasant East and Quinton.
- Just over 9,000 enquiries were made to Citizens Advice in 2018/19 by residents living in the JSNA area. The most common types of enquiry were for benefit, tax credits and debt advice.
- The number of people accessing food from Stratford-Upon-Avon foodbank rose by 28% in 2017/18. The top three reasons for using the foodbank were low income, benefit delays and benefit changes.
- In 2017/18 rates of statutory homelessness were significantly higher in Stratford-on-Avon district when compared to the England average.

## THE ECONOMY

- The highest rates of young people (16-24 years) recording 'no qualifications' in the 2011 Census were in the LSOAs of Maybird, Old Town and Shotton South & Racecourse.
- In 2017, key employment sectors in the JSNA area were accommodation and food services, retail and health.
- In 2018, the top five occupations most likely to employ people in Stratford-on-Avon district were: clerical/service, administrative and clerical, corporate managers, sales occupations and business/public service and associated professionals.
- In the future, the industries likely to add most monetary value to the economy in Stratford-on-Avon district between 2018 and 2023 are motor vehicles, construction, financial & insurance, retail trade and business support services.
- In 2017, in Stratford-on-Avon district a resident required 9.35 times the average annual salary to be able to afford the average priced house within the district.
- House prices vary within the JSNA area. In March 2018, the mean price paid for a residential property in Stratford Mount Pleasant was £219,000 while in Bridgetown North East & Golf Course it was £602,789.
- In 2011, overall levels of vehicle ownership were in line with county figures. However, in Old Town & Town Centre South around 2 in 5 households did not have access to a car while just 4.2% of households in Hampton Lucy & Fulbrook were without a vehicle.

## EDUCATION

- In 2018, 87% of children and young people resident in the JSNA area were at schools (nursery to year 13) regarded as 'Good' or 'Outstanding' by OFSTED.
- In 2018, 3 out of 4 children living in the JSNA area achieved a Good Level of Development (GLD) in the Reception year (age 4-5 years).
- At Key Stage 2 (aged 10-11), 70.6% of children achieved the expected standard in reading, writing and maths in 2018 – an improvement on the two previous year's results.
- Results in 2018 at Key Stage 4 (GCSEs) for the proportion of pupils achieving a 9-5 strong pass in English and maths were in line with district figures and better than county levels.
- In 2018, at all key education testing points, children who were disadvantaged (eligible for Free School Meals) perform less well than children who were not disadvantaged – a pattern seen at district, county and national level.

## COMMUNITY SAFETY

- In 2018, Stratford-upon-Avon JSNA ranked 10<sup>th</sup> out of the 22 JSNAs for its crime rate. The area's rate was higher than the district but in line with the county rate. Considerable variation in crime levels was evident at LSOA level with Old Town & Town Centre South recording the highest levels.

- For anti-social-behaviour incidents, rates were also higher than the district and more in line with the county. In 2018, the JSNA area had the 8<sup>th</sup> highest rates of all JSNAs in the county. Again the town centre location of Old Town & Town Centre South LSOA had the highest ASB rate.

## ENVIRONMENT

- There are 10 monitoring locations for NO<sub>2</sub> levels in the JSNA area. No locations exceeded levels above the EU air quality standard objectives between 2012 and 2017. The highest levels of NO<sub>2</sub> were recorded at Tiddington Road, Brewery Street, Greenhill Street and Wood Street.

## COMMUNITY ASSETS

- Stratford-upon-Avon JSNA has a range of community assets covering a wide range of age groups and interests/activities.
- Feedback from the community engagement process suggested residents would still like to see further development of opportunities for the promotion of health (including mental health) and well-being.

## LOCAL KNOWLEDGE

- When surveyed, the top three priorities for health and well-being identified by residents in the JSNA area were 'Promoting mental health & well-being', 'Access to health services' and 'Parks and greenspaces'.
- When asked to rank their top three issues to support positive health and well-being in the local area, the top priorities were greenspace/outdoor facilities, public transport and access to local community groups and activities.
- The above themes were reiterated when residents were asked what things would improve the local areas. Themes included better public transport and improvements to walking and cycling infrastructure, access to healthcare appointments, greenspace and more opportunities for physical activity as a reasonable cost.

## RECOMMENDATIONS

- Increase opportunities for social connections across all age groups, particularly for those with limited access to transport, limited incomes and those living with health conditions which may limit opportunities for social contact.
- Work with young people to reduce harm associated with alcohol and drug use and ensure young people and adults are able to access support in a timely manner.
- Work in partnership across health and care service, police and communities to address specific areas with higher levels of crime, anti-social behaviour, domestic violence and road traffic accidents.
- Increase the range of opportunities for physical activity including safe walking and cycling routes, use of parks and green spaces and community-based activities, including provision that will appeal to all age groups.
- Increase activities and support to promote health and wellbeing among children and young people, particularly for those with disabilities or additional needs, and children looked after by the local authority.
- Increase early identification and management of hypertension and atrial fibrillation to reduce risk of complications and strokes.
- Promote bone health, including healthy diets, physical activity and early identification of risks in working age and older adults.
- Support people caring for friends or relatives, including children and young people who have caring responsibilities for parents, and adults caring for older people with dementia or cognitive impairment.
- Enable people who are homeless or at risk of homelessness to access housing and address physical and mental health needs, including substance misuse.
- Improve access to affordable housing including enabling sustainable tenancies in the private rental sector and ensuring security with tenancies.
- Ensure older people are living in appropriate accommodation which is warm and minimises the risk of harm from falls.



## INTRODUCTION AND LOCAL CONTEXT

The Stratford-upon-Avon JSNA area lies in Stratford-on-Avon district. The area includes the town centre of Stratford-upon-Avon but extends as far as the more rural areas of Snitterfield, Bardon, Welford and Lower Quinton (Figure 1). As such, the JSNA area is one of considerable contrast incorporating both town/urban and more rural areas.

The town of Stratford-upon-Avon is known worldwide as a tourist destination. It is popular with tourists from overseas as well as UK visitors receiving around 2.5 million visitors each year<sup>1</sup>. This inevitably impacts on the life of the town and surrounding area providing both opportunities and challenges.

In recent years, the JSNA area has seen considerable growth in terms of population and housing. The JSNA area has a slightly more diverse population than the district.

Key employment sites in the JSNA area include Timothy's Bridge industrial estate, the Maybird retail area, NFU at Tiddington and the town centre of Stratford-upon-Avon. The town centre and A46 bypass can experience congestion especially at peak commute times and weekends in the summer. The town has a central railway station with direct trains to Birmingham and London. The town has a 'park and ride' facility to the north of the centre and located adjacent to an additional rail station. The M40 motorway is around a 15-minute drive way.

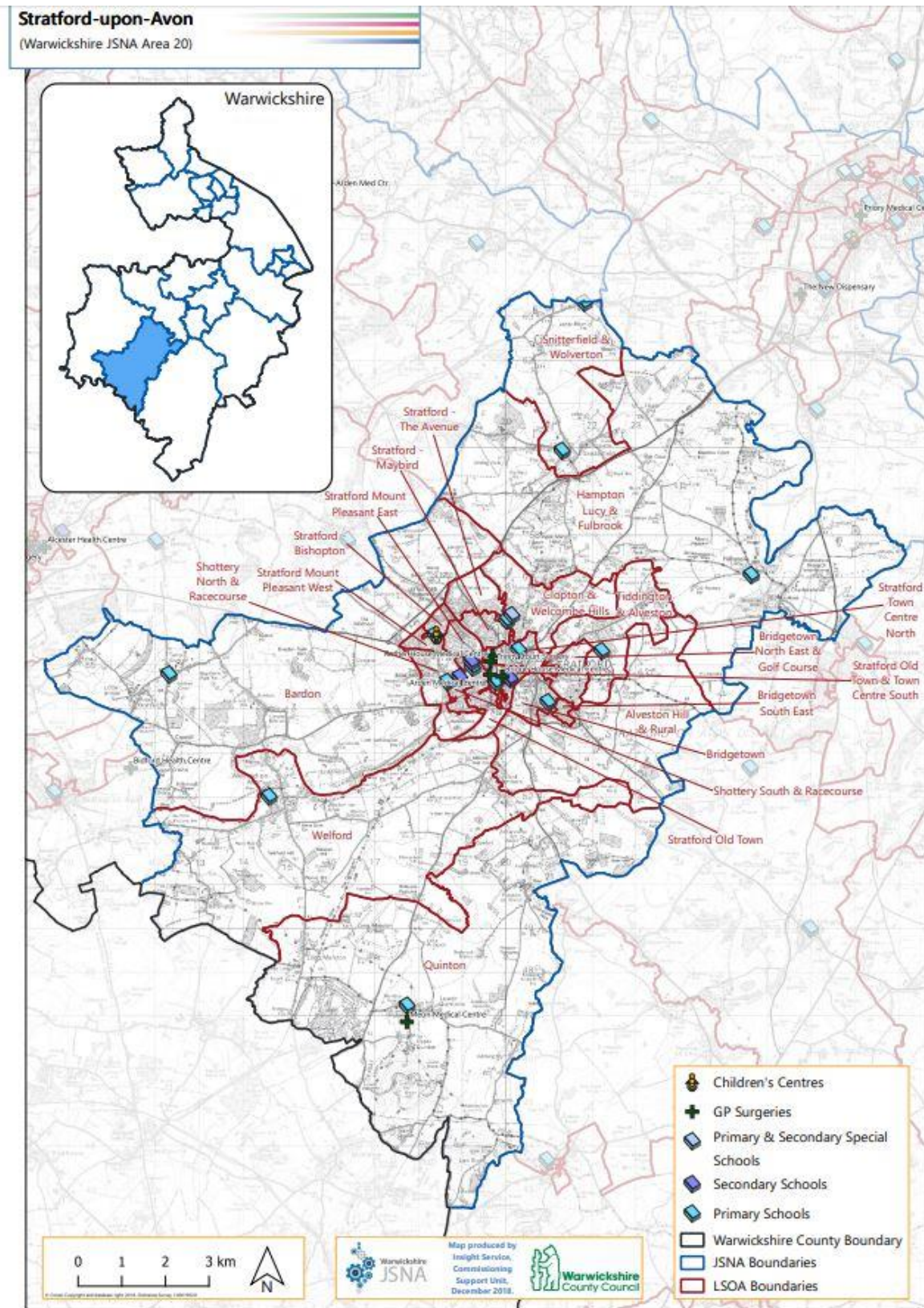
There are several recreational facilities, leisure centres and open spaces within the JSNA area. Stratford-upon-Avon and Meon Vale leisure centres are in the JSNA area. Stratford recreation area and riverside paths provide large greenspace areas in the centre of town. Additionally, Welcome Hills provides another area of open space close to the centre of town. The extension of the Stratford Greenway to the Meon Vale housing development provides an off-road cycle route between there and the town centre. Many of the more outlying villages are in more extensive greenspace but its accessibility may be limited.

Within the JSNA area there are 18 schools. Of these, 14 are primary schools ranging in size from around 90 to just over 400 pupils. There are 3 secondary schools although 2 of these are grammar schools whose students may travel from out of the JSNA area. One special school is in the area.

Within the geography are 21 Lower Super Output Areas (LSOA) and where possible, data is presented for the JSNA, or at LSOA level. Not all data is available at all geographies but is presented at as low a level as possible. It must also be noted that time periods vary as the data has been collated from a wide range of sources.

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

Figure 1 Map of Stratford-upon-Avon JSNA area



Source: Crown Copyright and database right 2018. Ordnance Survey 100019520

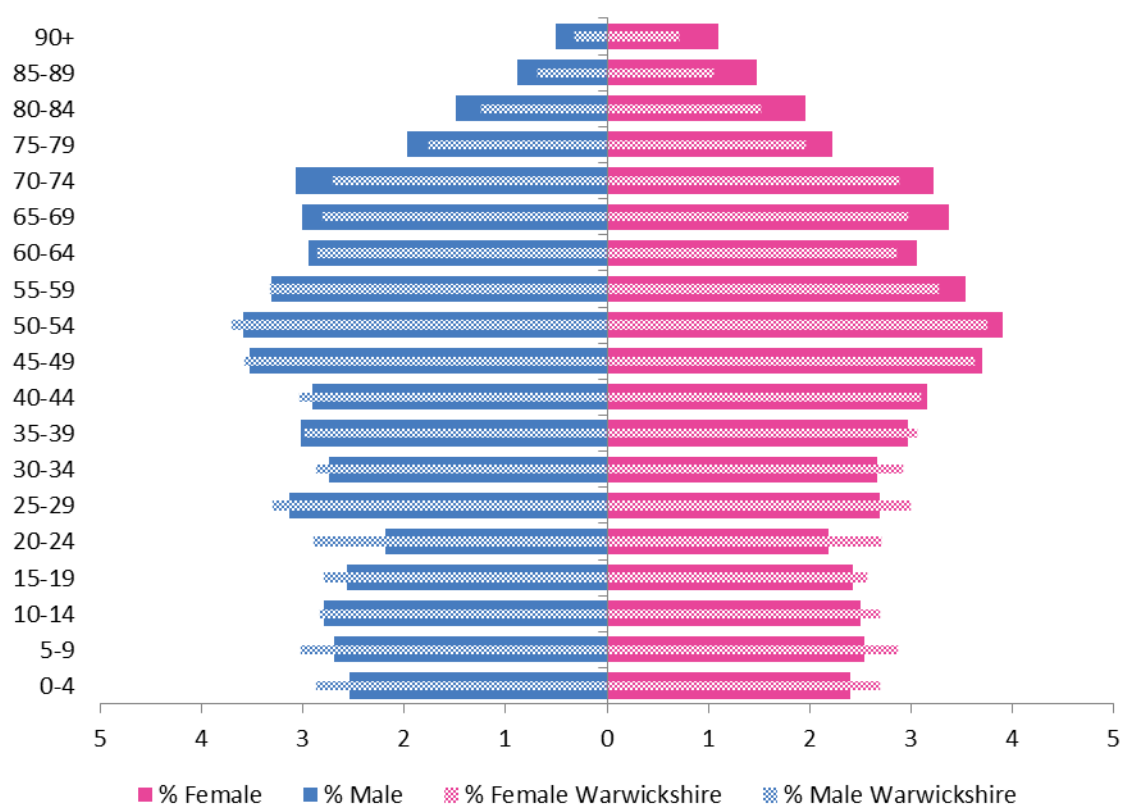
## DEMOGRAPHICS

### CURRENT AND FUTURE POPULATION

In 2017, the Stratford-upon-Avon JSNA area was home to around 39,965 residents<sup>2</sup>. Figure 2 illustrates that the area has a slightly older population structure when compared to Warwickshire, with a higher proportion of residents in all age groups above 60 years. The proportion of residents in the JSNA area aged 65+ is higher (24.3%) when compared to Stratford-on-Avon District (18.8%) and Warwickshire (20.7%).

Conversely, the JSNA area has slightly lower proportions of children and young people aged 0-17 (18.6%). This is lower than the county average of 20.3% but broadly in line with Stratford-on-Avon district (18.8%).

**Figure 2 Mid-2017 population estimates for Stratford-upon-Avon JSNA area and Warwickshire, proportion by age-group**

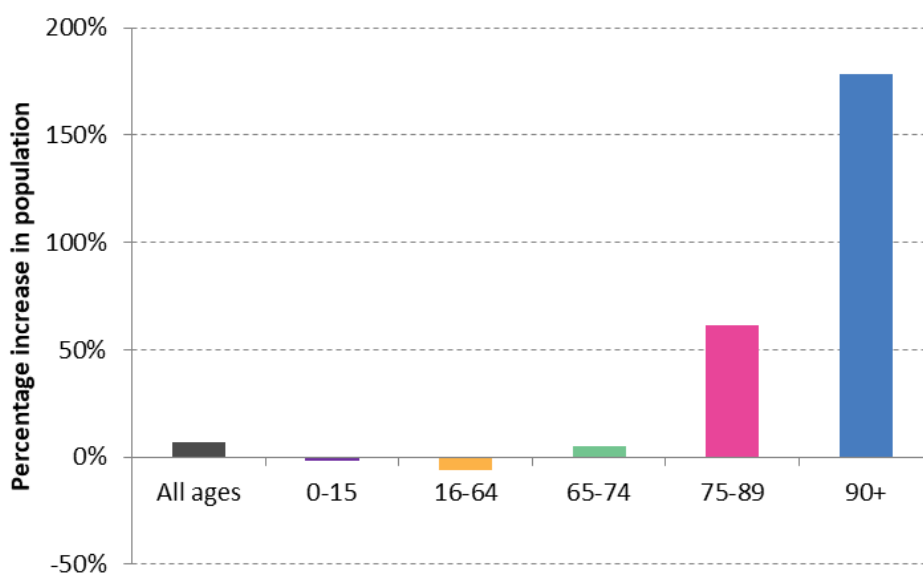


Source: ONS, Mid-year 2017 population estimates

Overall, since 2011, the JSNA area has experienced population growth higher (8.3%) than district and county averages (3.9% and 3.5% respectively)<sup>3</sup>.

Between 2017 and 2041, the population of Stratford-on-Avon district is projected to increase by 8,276 people (6.7%)<sup>4</sup>. However, population growth is expected to be highest in the 90+ age group (178%) followed by the 75+ age group (81.0%). The population aged 0-15 years and 16-64 years are projected to decline by 1.9% and 5.9% respectively. The growing aging population of the district is likely to have implications for the delivery of a range of services but especially those relating to health and social care.

**Figure 3 Projected increase in district population between 2017 and 2041 by age group**



Source: ONS 2016-based population projections, 2018

## EQUALITY & DIVERSITY

The JSNA area has a more diverse population than Stratford-on-Avon district but is roughly in line with the county picture<sup>5</sup>. Figure 4 presents figures for the proportion of residents by ethnic group. The JSNA area had a higher proportion of residents who identified as 'white other' in the 2011 Census when compared to district and county figures.

**Figure 4 Ethnic Group, 2011**

Ethnic Group	JSNA Area	Stratford-on-Avon District	Warwickshire
White English/Welsh/Scottish/Northern Irish/British	89%	94%	88%
White Irish	0.8%	0.7%	1.0%
White Gypsy or Irish Traveller	0.2%	0.1%	0.1%
White Other	5.4%	2.9%	3.2%
Mixed	1.4%	1.0%	1.5%
Asian	2.1%	1.2%	4.6%
Black	0.3%	0.2%	0.8%
Other	0.3%	0.2%	0.4%

Source: 2011 Census

Similarly, in 2011, the JSNA area had a higher proportion of residents born outside of the UK (9.8%) when compared to the district (6.2%) and county (8.3%)<sup>6</sup>. The most common countries of birth were Poland (2.5%), Ireland (0.6%), Germany (0.5%) and India (0.5%).

In 2011, the second most widely spoken language by residents after English (spoken as the main language by 94.7% of the population) were Polish (2.5%). French (0.2%) and Romanian (0.2%).<sup>7</sup>

In 2011, 68.0% of JSNA area residents identified as Christian compared with 70.3% in the district and 64.5% in Warwickshire.<sup>8</sup> Other religions made up very small proportions of the population (each less than 0.5%). Some 22.5% of residents stated they had 'no religion'.

## HOUSEHOLDS

In 2011, the Stratford-upon-Avon JSNA area was recorded as having 16,289 households.<sup>9</sup> Office for National Statistics figures estimate that there will be an 11.4% increase in the number of households in Stratford-on-Avon District between 2018 and 2041. This compares with a projected 13.0% growth across Warwickshire. However, these figures should be seen in the context of Stratford-on-Avon District Council's Core Strategy which outlines plans for some 14,500 households across the district between 2011 and 2031.<sup>10</sup> Between 2011/12 and 2017/18 there have been several housing developments in parishes which have all or part of their boundary within the JSNA area. Parishes where noticeable (> 25 houses) development has taken place since 2011/12 are listed in Figure 5. In the light of current and proposed housebuilding, ONS household projections may be an underestimate of likely numbers in the future.

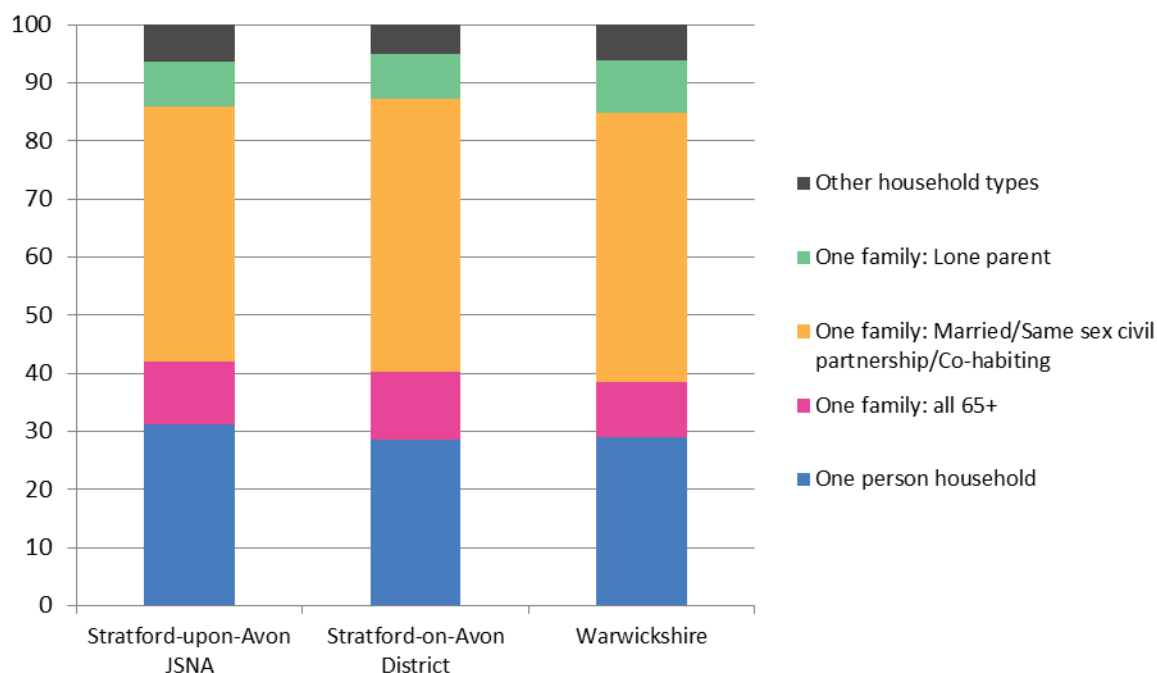
**Figure 5 Net housing completions by parish, 2019**

Parish Area	Net no. of housing completions
Hampton Lucy	34
Long Marston	104
Quinton	334
Snitterfield	48
Stratford-upon-Avon	1,119
Welford-on-Avon	170

*Source: Authority Monitoring Report, 2017-18, 2019*

Figure 6 illustrates that in 2011, the JSNA area had a higher proportion of one-person households (31.3%) compared with the district (28.5%) and county (29.0%).<sup>11</sup> The data indicates that approximately half of one-person households in the JSNA area were occupied by residents aged 65+.

**Figure 6 Household composition**



Source: 2011 Census

According to the 2011 census, 16.8% of households in the JSNA area were privately rented.<sup>12</sup> This is higher than district levels of 12.7% and the county rate of 14.1%. A further 12.3% of households were in the category of ‘social rented’. This was broadly in line with district and county rates of 12.9% and 13.8% respectively. There was variation in levels of private renting with some LSOAs recording higher rates than others. LSOAs with the highest rates of private renting in the JSNA area included Town Centre North (38.1%), Old Town & Town Centre South (31.4%), Bridgetown South East (23.9%) and Maybird (23.2%). Social renting was highest in the LSOAs of Stratford Mount Pleasant (41.4%) and Maybird (31.4%).

High levels of private renting can create issues relating to rent levels and security of tenure, particularly for those more vulnerable residents.

## MOSAIC PROFILE

Mosaic is a profiling tool which uses a wide range of data to allocate households into similar groups and types based on likely common characteristics. Mosaic can help identify different needs that household groups and types may have, identifying where specific needs are located and understand each group’s preferred communication channels. A Mosaic profile of the Stratford-upon-Avon JSNA area is presented in Figure 7.<sup>13</sup> The top three most prevalent groups are highlighted in bold.

**Figure 7 JSNA area Mosaic profile, % in each group, 2018**

	MOSAIC GROUP	JSNA AREA	STRATFORD-ON-AVON DISTRICT	WARWICKSHIRE
A	COUNTRY LIVING	14.6%	27.3%	10.6%
B	PRESTIGE POSITIONS	16.3%	11.6%	9.7%
C	CITY PROSPERITY	1.3%	0.4%	0.8%
D	DOMESTIC SUCCESS	12.4%	7.2%	8.6%
E	SUBURBAN STABILITY	3.7%	4.4%	8.6%
F	SENIOR SECURITY	9.4%	7.0%	8.9%
G	RURAL REALITY	6.0%	19.1%	7.6%
H	ASPIRING HOMEMAKERS	10.4%	8.4%	11.6%
I	URBAN COHESION	3.1%	1.1%	1.5%
J	RENTAL HUBS	9.2%	3.5%	6.1%
K	MODEST TRADITIONS	1.5%	1.5%	5.8%
L	TRANSIENT RENTERS	1.8%	1.4%	5.3%
M	FAMILY BASICS	3.2%	2.2%	6.8%
N	VINTAGE VALUE	6.0%	4.3%	5.5%
O	MUNICIPAL TENANTS	1.1%	0.7%	2.3%

Source: Experian Mosaic 2018

The most prevalent household groups in the JSNA area are ‘Prestige Positions’, ‘Country Living’ and ‘Domestic Success’. These groups account for 43.3% of all households in the JSNA area and all three groups are overrepresented when compared with the Warwickshire Mosaic profile. When compared with district proportions, ‘Country Living’ and ‘Rural Reality’ are underrepresented reflecting the more urban nature of the JSNA area when compared to the rest of the district.

However, at LSOA level there is further variation in the distribution of household groups. In general, it is groups in the lower part of figure 7 (Groups K to O) that are most likely to present as in need of support from services provided by public and voluntary sector agencies. Figure 8 highlights LSOAs with higher proportions of those household groups.

**Figure 8 LSOAs with higher proportions of groups K to O households**

LSOA Name	% Households classified as Group K,L,M,N,O
Stratford Mount Pleasant East	71.2%
Maybird	47.9%
Bishopton	32.6%
Old Town and Town Centre South	22.3%

Source: Experian Mosaic 2018

In contrast, there are several LSOAs - Welford, Hampton Lucy & Fulbrook, and Snitterfield who record no Group K to O households. However, as has been highlighted elsewhere even at LSOA level small pockets of need may exist but are less visible at this geography.

## HEALTH

This section presents data on the health of the population of the Stratford-upon-Avon JSNA area. There are numerous health related measures that have been considered. The measures reported are generally those where performance is significantly or noticeably worse than England or South Warwickshire CCG. On occasions data relating to the health of the local population is included because although it may not be significantly worse than the national average, the measure has marked health impacts and may affect a considerable number of people and is therefore considered to be of interest when considering the health and well-being of the population in the JSNA area.

Health data is collected at a primary (community) and secondary (hospital or specialist) care level. For the data collected at primary care (general practice) level, because all residents in the JSNA area are not registered at the same practice, a method was developed that gives an indication of the health of the JSNA population. If 25% or more of the registered population of a general practice lived within the Stratford-upon-Avon 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 five general practices are reported (Figure 9).

**Figure 9 GP practices included in the Stratford-upon-Avon JSNA area**

Practice Name	% of surgery population resident in the JSNA area	No. of registered patients living in the JSNA area
Bridge House Medical Centre	93.7%	8,506
Rother House Medical Centre	90.7%	13,377
Arden Medical Centre	88.0%	2,509
Trinity Court Surgery	75.2%	13,400
Meon Medical Centre	62.3%	2,782

Source: NHS Digital, April 2018

## GENERAL HEALTH

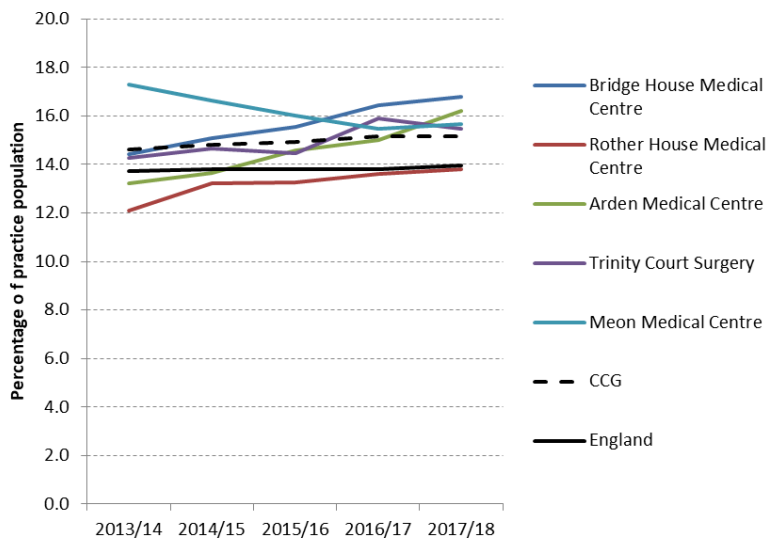
Life expectancy at birth (2015-17) for males living in the Stratford-upon-Avon JSNA area was 80.6 years and 84.8 years for females.<sup>14</sup> This compares to 79.8 years and 83.7 years respectively for males and females in Warwickshire. Although life expectancy has generally been increasing, there is growing evidence that much of the additional time is spent in poor health. Years spent in poor health impact on families and workplaces and increase pressure on health and social care services.

## HYPERTENSION & ATRIAL FIBRILLATION

Hypertension is a long-term condition where the blood pressure in the arteries is persistently elevated. Significantly higher rates of hypertension than the England average were recorded at GP practices in the JSNA area between 2013/14 and 2017/18 (Figure 10).<sup>15</sup> In 2017/18, four practices, Bridge House, Arden, Trinity Court, and Meon surgeries had recorded hypertension rates significantly above the England average. More cases of hypertension could reflect better identification and be consistent with the older population in the JSNA area. The actual percentage of registered patients with hypertension is likely to be higher than the recorded percentage as some patients will not have had their blood pressure taken and recorded.



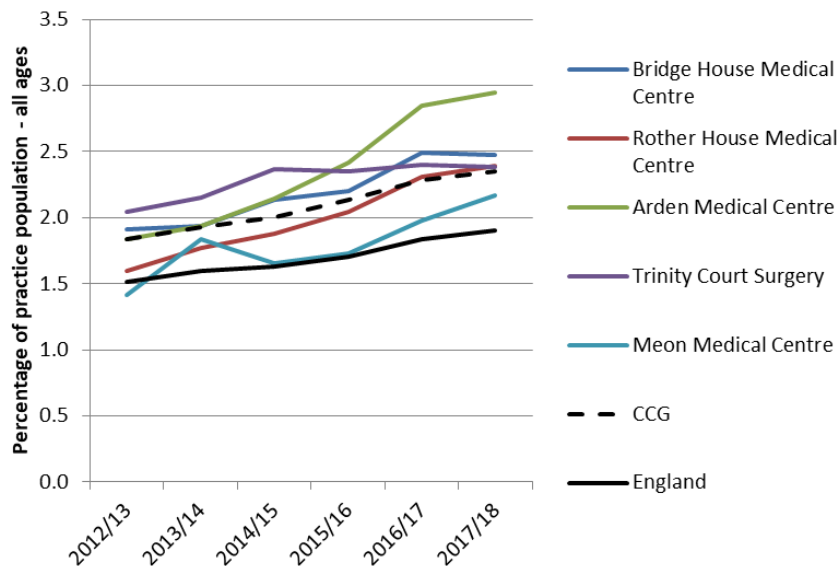
**Figure 10 Hypertension prevalence as recorded on practice registers (all ages), 2013/14-2017/18**



Source: QOF, accessed via Fingertips, PHE, 2019

Atrial Fibrillation (AF) is a condition which causes an irregular and often abnormally fast heart rate. People with AF are at higher risk of having a stroke and in extreme cases heart failure. Since 2012/13, there has been a general upward trend in recorded AF rates at practices within the JSNA area.<sup>16</sup> In 2017/18, rates of recorded AF were significantly higher than the England average at Bridge House, Rother House, Arden and Trinity Court surgeries.

**Figure 11 Prevalence of Atrial Fibrillation as recorded at practice registers (all ages) 2012/13 to 2017/18**



Source: QOF, accessed via Fingertips, PHE, 2019

It is worth noting that for the period 2013/14 to 2017/18, recorded rates of heart failure, where the heart is not pumping blood effectively around the body, have been significantly higher at Trinity Court Surgery (1.2% of all ages), compared with 0.8% for England.<sup>17</sup> Furthermore, in 2017/18, Rother

House Medical Centre recorded a significantly higher rate of strokes (2.2% of all ages) compared to an England rate of 1.8%.<sup>18</sup>

Practice prevalence rates for Coronary Heart Disease (CHD) do not indicate rates that are significantly higher than those nationally.<sup>19</sup> However, crude emergency admission rates for CHD (per 10,000 population) at LSOA level for the period 2014/15-2017/18 indicate that six areas within the JSNA area had rates noticeably higher than those for the county (Figure 12).<sup>20</sup>

**Figure 12 Emergency admissions for CHD by LSOA**

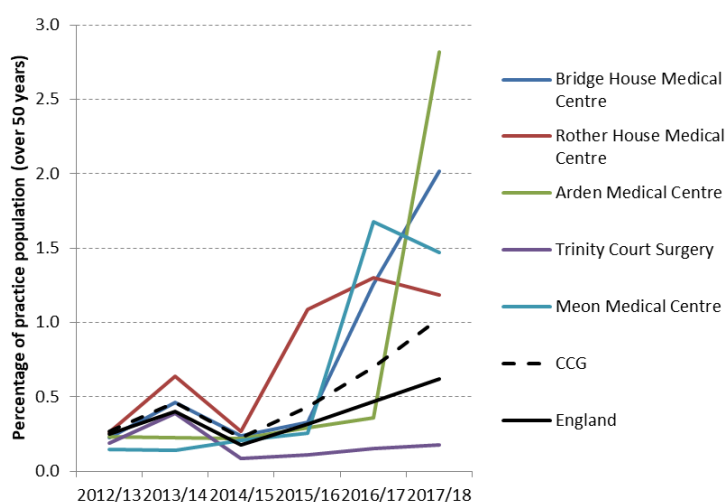
LSOA Name	Emergency admissions (crude rate per 10,000; 2014/15 -2017/18)
Old Town & Town Centre South	673.5
Tiddington & Alveston	559.7
Old Town	384.1
Town Centre North	369.4
Bishopston	366.9
Stratford Mount Pleasant East	354.4
<b>Warwickshire</b>	<b>325.2</b>

Source: Hospital Episode Statistics, Copyright © 2018, re-used with the permission of NHS Digital. All rights reserved.

## OSTEOPOROSIS

Osteoporosis is a condition that weakens bones, making them fragile and more likely to break. The recorded prevalence of osteoporosis (in those aged 50 and over) was significantly higher than the England average at four surgeries in the JSNA area in 2017/18 (Figure 13).<sup>21</sup> The marked increase of diagnosed osteoporosis at these surgeries could be due to improved identification and management.

**Figure 13 Osteoporosis prevalence as recorded on practice registers (aged 50+ years), 2012/13-2017/18**



Source: QOF, accessed via Fingertips, PHE, 2019

Hip fractures are more common in people with osteoporosis. Although rates of osteoporosis were higher at a number of practices, during the four year period 2014/15 to 2017/18, the JSNA area's directly standardised rate (DSR) for emergency hospital admissions for hip fracture aged 65 and

over was broadly in line (564.8 per 100,000 population) with the county average (567.7).<sup>22</sup> For this indicator, the JSNA area is ranked 11th out of the twenty two JSNA areas in the county.

Data for 2015/16 to 2017/18, indicates that DSRs for emergency admissions for injuries due to falls (aged 55+) in the JSNA area was lower (1,293 per 10,000 population) than county levels (1,371 per 10,000).<sup>23</sup> At LSOA level, however, the volume of emergency admissions due to falls was noticeably high in some areas. The LSOAs of Tiddington and Alveston and Stratford Old Town and Town Centre South ranked 1<sup>st</sup> and 3<sup>rd</sup> respectively out of the 339 LSOAs in the county for the number of emergency admissions for injuries due to falls.

### All Age All Cause Emergency admissions

In the period, 2014/15-2017/18 all age all cause emergency admission rates were lower (DSR 6406.8 per 100,000 population) in the JSNA area than for Warwickshire as a whole (7590.4 per 100,000).<sup>24</sup> However, DSRs were higher in some LSOA areas and these are highlighted in Figure 14.

**Figure 14 Age-adjusted emergency admission rates (DSRs) for all age, all cause, 2014/15 – 2017/18**

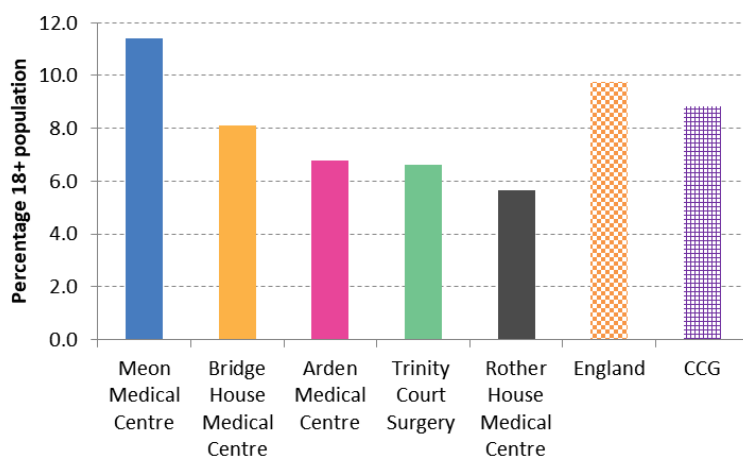
LSOA name	Directly age standardised rate (DSR) per 100,000 population
Maybird	9092.2
Stratford Mount Pleasant East	9081.1
Old Town & Town Centre South	8293.5
Tiddington & Alveston	7638.1
The Avenue	7618.3

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## OBESITY & LIFESTYLE

Between 2015/16 and 2017/18, levels of obesity in adults at practices within the JSNA area were generally lower than the England average (except for Meon Medical Centre).<sup>25</sup> In 2017/18 the proportion of patients aged 18 and over who were obese at practices in the JSNA area was between 5.6% (Rother House Practice) and 11.3% (Meon Medical Centre); the England rate was 9.8%.

**Figure 15 Proportion of practice population (18+) who are obese, 2017/18**



Source: QOF, accessed via Fingertips, PHE, 2019

## Substance misuse

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 year.

From 1<sup>st</sup> May 2018 to 30<sup>th</sup> April 2019 there were 2,242 users of Warwickshire’s provider of drug and alcohol services.<sup>26</sup> Of these 149 were resident in Stratford-upon-Avon JSNA area ranking it fourth by number of users when compared to all other JSNAs – comfortably above the average of 94 users per JSNA area across the county. Around 46% of service users were receiving a service for opiate use while 38% were for alcohol related issues. Stratford-upon-Avon JSNA had the joint third highest number of service users for alcohol related issues.

Using the Experian Mosaic dataset, it is possible to look at key health characteristics of the different household groups including the likelihood of drinking at least once a day. An index value of 100 indicates that a group has an average propensity to drink alcohol at least once a day when compared to all other Mosaic groups. A figure above 100 indicates a higher likelihood that households in that group will drink alcohol once a day while below 100 indicates a lower than average propensity to routinely drink on most days. Guidance from Experian suggests that index values of 120 or more or 80 or less should be seen as representing a significant difference when compared to the average.

**Figure 16 Mosaic Health Matrix, 2018**

MOSAIC GROUP		JSNA AREA	INDEX
		% HOUSEHOLDS IN EACH GROUP	‘DRINK ONCE A DAY’
<b>A</b>	COUNTRY LIVING	14.6%	<b>170</b>
<b>B</b>	PRESTIGE POSITIONS	16.3%	<b>163</b>
<b>C</b>	CITY PROSPERITY	1.3%	<b>159</b>
<b>D</b>	DOMESTIC SUCCESS	12.4%	81
<b>E</b>	SUBURBAN STABILITY	3.7%	104
<b>F</b>	SENIOR SECURITY	9.4%	<b>146</b>
<b>G</b>	RURAL REALITY	6.0%	104
<b>H</b>	ASPIRING HOMEMAKERS	10.4%	55
<b>I</b>	URBAN COHESION	3.1%	97
<b>J</b>	RENTAL HUBS	9.2%	57
<b>K</b>	MODEST TRADITIONS	1.5%	95
<b>L</b>	TRANSIENT RENTERS	1.8%	63
<b>M</b>	FAMILY BASICS	3.2%	53
<b>N</b>	VINTAGE VALUE	6.0%	115
<b>O</b>	MUNICIPAL TENANTS	1.1%	66

Source: Experian Mosaic, 2018

Figure 16 indicates that Mosaic groups A Country Living, B Prestige Positions, C City Prosperity and F Senior Security have the highest index scores and, when compared with the household average, have a higher propensity to drink alcohol daily. Within the JSNA area, 42% of households are classified in these four Mosaic household groups compared with 30% in Warwickshire as a whole (Figure 7), indicating that households in the Stratford-upon-Avon JSNA area are more likely to drink alcohol once a day than the average household in Warwickshire.

Alcohol and Drugs was selected as a cross cutting theme in the 2019/20 South Warwickshire Community Safety Partnership strategic assessment process – see section on Community Safety later in the document.

## PROVISION OF UNPAID CARE

According to the 2011 Census, 11.0% of residents in the JSNA area provided unpaid care.<sup>27</sup> This is in line with the county rate of 10.9%. These figures translate into around 3,500 residents within the JSNA area providing some unpaid care each week with over 700 of these caring for over 50+ hours per week. Ten LSOAs exceeded the JSNA area rate, the three LSOAs with the highest proportion of residents providing unpaid care were Bardon (14.3%), Snitterfield and Wolverton (14.0%) and Clopton and Welcome Hills (14.0%).

According to Warwickshire Carers Trust, between 1<sup>st</sup> June 2017 and 19<sup>th</sup> December 2018, there were 237 carers living in the JSNA area who had made requests for information from them.<sup>28</sup> This represents 5.4% of all carers registered with the Carers Trust and living in Warwickshire. In terms of the people cared for by new carers, 50.6% had a mental health issue, 45.0% had a physical illness or disability, and 11.4% were being cared for due to being elderly or frail.

In April 2018, Warwickshire Young Carers Project reported 2,088 young carers (under 25) known to them.<sup>29</sup> Of these, 148 lived in the JSNA area, the 6<sup>th</sup> highest number of young carers out of the 22 JSNA areas. This includes 103 young people under the age of 18 who have some caring responsibilities of which 35 were in the 8-11 age category. The largest numbers of young carers lived in the Shottery North & Racecourse LSOA (16) and Quinton LSOA (14). Young carers are of concern because of the potential impact on education outcomes. Moreover, young carers may miss out on wider social and leisure opportunities with a consequent impact on their health and well-being.

It is worth noting data from the Carers Trust and Warwickshire Young Carers Project only records carers who are known to them and so is likely to be an under-representation of the full picture of unpaid caring in the JSNA area. There is a considerable difference between the number of carers recorded by both organisations and those recorded in the 2011 Census.

## THE HEALTH OF YOUNG PEOPLE AND CHILDREN

The availability of data regarding the specific health and well-being of young people and children is more limited. However, several key points can be identified from the available data.

## Obesity

Data for the period 2013/14 to 2017/18 from the National Child Measurement Programme (NCMP) indicates that 18.6% of children in Reception and 24% of children in Year 6 were classed as overweight or very overweight.<sup>30</sup> These figures are lower than the respective averages for Warwickshire (21.3% and 30.4%).

**Figure 17 NCMP results for 4-5-year olds and 10-11 year olds, 2013/14 to 2017/18**

	Reception (Age 4-5)		Year 6 (Age 10-11)	
	Stratford-upon-Avon JSNA	Warwickshire	Stratford-upon-Avon JSNA	Warwickshire
Very Overweight	6.3%	8.6%	11.9%	16.3%
Overweight	12.3%	12.7%	12.1%	14.1%
Healthy weight	78.5%	76.4%	70.1%	65.4%
Underweight	0.7%	0.7%	1.3%	1.2%
Not recorded	2.2%	1.7%	4.5%	3.0%

Source: NHS Digital, NCMP

Whilst these figures are slightly better than the age respective averages for Warwickshire, the JSNA area still follows the county and national trend for the proportion of children who are overweight to increase as they move through primary school. Higher proportions of children are recorded as either overweight or very overweight in Year 6 when compared to Reception.

## Self-Harm

Between 2014/15 and 2017/18, Stratford-upon-Avon JSNA had the 5<sup>th</sup> highest crude rate (per 1,000 population 10-24 year olds) for emergency admission for self-harm when compared to other Warwickshire JSNA areas.<sup>31</sup> The JSNA area rate of 5.4 (per 1,000 population 10-24 year olds) was higher than the district (4.1 per 1,000) and Warwickshire (4.2 per 1,000) rates. At LSOA level there was further variation with a few areas recording considerably higher rates including Town Centre North (13.9 per 1,000), Tiddington & Alveston (10.4 per 1,000) and Maybird (10.4 per 1,000).

## Emergency admissions

Crude all cause emergency admission rates for 0-4 year olds (82.2 per 1,000 aged 0-4 years) living in the JSNA were lower than the rate for Warwickshire (102.8 per 1,000) in 2014/15 – 2017/18.<sup>32</sup> However, several LSOAs recorded rates noticeably higher than the county average and the top five of these are presented in Figure 18.

**Figure 18 Emergency admission rates for all causes for 0-4 years olds**

LSOA name	Emergency admissions 0-4 year olds (Crude rate per 1,000; 2014/15 – 2017/18)
Bridgetown South East	156.3
Stratford Mount Pleasant West	137.3
Stratford Mount Pleasant East	120.2
Maybird	109.6
Shottery North & Racecourse	108.3

Source: Hospital Episode Statistics, Copyright © 2018, re-used with the permission of NHS Digital. All rights reserved.

## SOCIAL CARE

Data for children's and adult social care is held by Warwickshire County Council. The indicators described in this section contribute to the picture of need in the area.

### CHILDREN'S SOCIAL CARE

For the period 1<sup>st</sup> April 2015 to 31<sup>st</sup> January 2019, there were a total of 210 families attached to the Priority Families Programme living in the JSNA area; a rate of 5.3 per 1,000 population.<sup>33</sup> This compares with a rate of 4.6 per 1,000 for the district and 7.1 per 1,000 for the county.

**Children Looked After:** The number of children looked after (CLA) by the local authority living in the JSNA area at December 31<sup>st</sup>, 2018 was 29; a rate of 39.0 per 10,000 children. This rate is higher than the district (31.9 per 10,000) but below the county rate (49.9 per 10,000). In December 2018, the JSNA area ranked 11<sup>th</sup> out of the 22 JSNA areas in terms of CLA per 10,000 child population.

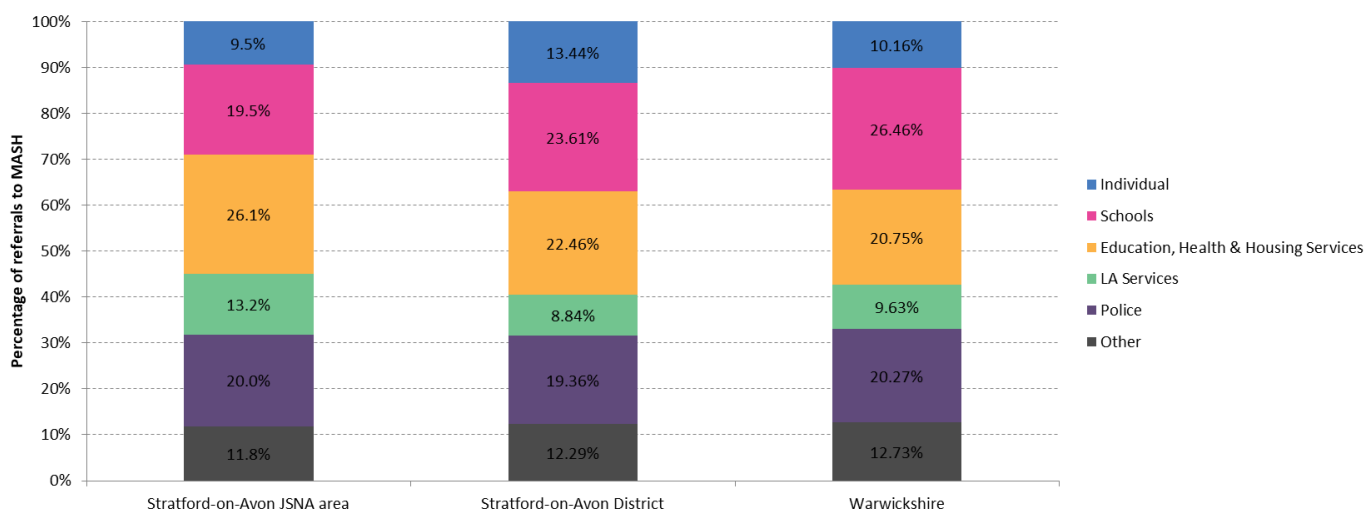
**Child Protection Plan:** At 31<sup>st</sup> December 2018, there were 21 children subject to a Child Protection Plan – a rate of 28.3 per 10,000 child population.<sup>34</sup> The rate is higher than the district (23.8 per 10,000) and just lower than the county rate (30.9 per 10,000).

**Child in Need Plan:** The number of children subject to a Child in Need plan in the JSNA area at 31<sup>st</sup> December 2018 was 193 (259.7 per 10,000 child population).<sup>35</sup> This is again higher than the figure for Stratford-on-Avon district (230.0 per 10,000) but lower than the Warwickshire rate (290.9 per 10,000)

**Children with Disabilities:** At 31<sup>st</sup> December 2018, the number of children recorded by Warwickshire County Council with disabilities within the JSNA area was 52.<sup>36</sup> This translates into a rate of 70.0 per 10,000 child population, the 4<sup>th</sup> highest when compared with the 22 other JSNA areas in Warwickshire. The JSNA rate is higher than both the district (59.1 per 10,000) and county (56.0 per 10,000).

**Multi-Agency Safeguarding Hub (MASH):** There were 380 referrals to MASH (January to December 2018) in the Stratford-upon-Avon JSNA area, a rate of 511.3 per 10,000 child population which is lower than the county rate (639.0 per 10,000).<sup>37</sup> However, the rate of referrals in the LSOAs of Alveston Hill and Rural (976.9 per 10,000), Old Town & Town Centre South (930.2 per 10,000), Stratford Mount Pleasant East (917.9 per 10,000) and Maybird (909.1 per 10,000) were considerably higher. Figure 19 highlights the source of referrals to the MASH.

**Figure 19 MASH referrals by source, 2018**



Source: Children's Social Care, Insight Service, Commissioning Support Unit, WCC, 2018

Stratford-upon-Avon JSNA area has a higher proportion of referrals from Education, Health and Housing Services and LA Services and a lower proportion of referrals from schools compared with the equivalent Warwickshire proportions.

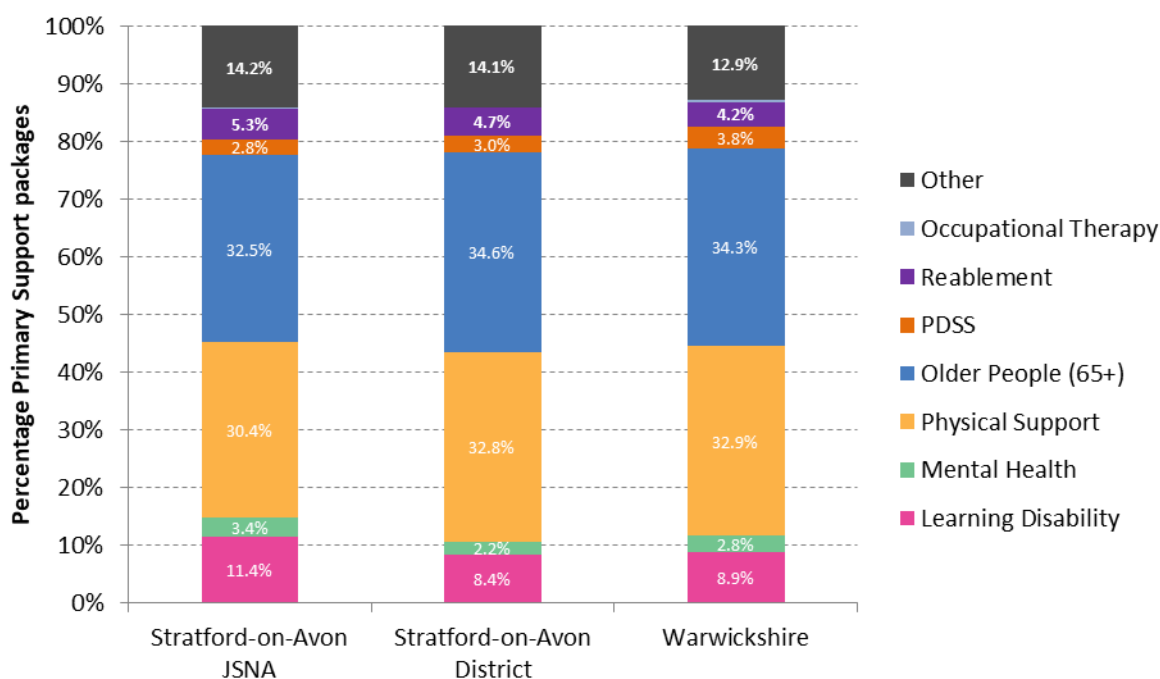
## ADULT SOCIAL CARE

In the JSNA area, 2.0% of the adult (18+) population were recorded as users of Adult Social Care Services, in line with the Warwickshire average (2.0%).<sup>38</sup> This is split across three areas: residential/nursing, community and low level/preventative. The highest proportion of service users were accessing community services (which include home care, day care supported living, extra care housing and direct payments (68.3%). This is in line with one of the central outcomes of Warwickshire County Council to support communities and individuals to be safe, healthy and independent. A further breakdown of service areas (Figure 20) illustrates the differences between access to services when the JSNA area is compared to Warwickshire.

In general, Stratford-upon-Avon JSNA area follows a similar pattern in service use to the district and county with the highest proportion of primary packages being Physical Support and Older People. The JSNA area had a slightly higher proportion of Learning Disability primary support packages than both the district and county.



**Figure 20 Breakdown of Adult Social Care services by primary support reason, 2018**



Source: Adult Social Care, Insight Service, Commissioning Support Unit, 2018

## DEPRIVATION & POVERTY

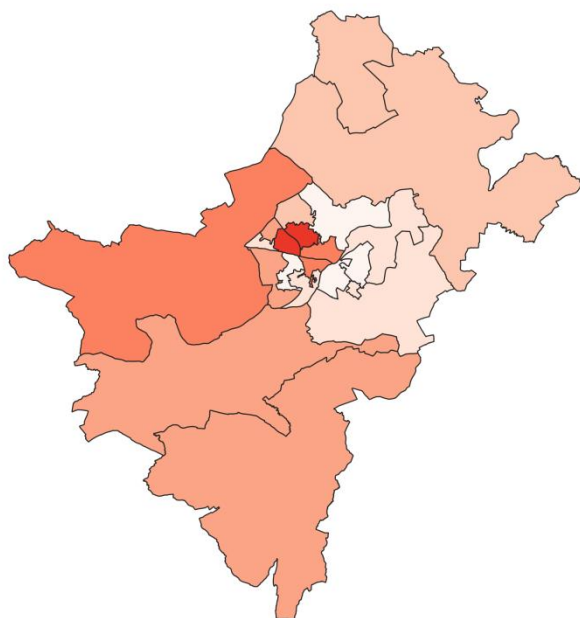
### INDEX OF MULTIPLE DEPRIVATION

The 2015 Index of Multiple Deprivation (IMD) measures relative deprivation in small areas (LSOAs). The IMD shows that the JSNA area has two LSOAs which are in the 40% most deprived nationally.<sup>39</sup> Figure 21 illustrates colour coded LSOAs where 1 = most deprived and 10 = least deprived. These are Maybird and Stratford Mount Pleasant East. Four LSOAs are in the least deprived areas nationally and these include Shottery South & Racecourse, Bridgetown, Bridgetown North East & Golf Course and Clopton & Welcombe Hills (Figure 21). This suggests there is considerable variation between LSOAs in the Stratford-upon-Avon JSNA area.

Additionally, parts of the JSNA area feature more prominently for the IMD domain of 'Barriers to housing and services' (Figure 22). This domain measures issues relating to the physical and financial accessibility of housing and key local services (for example distance to key services and housing affordability). Three LSOAs rank in the 10% most deprived nationally for this indicator and include Bardon, Welford and Hampton Lucy & Fulbrook. Additionally, Snitterfield & Wolverton LSOA ranks in the 20% most deprived nationally for this indicator.

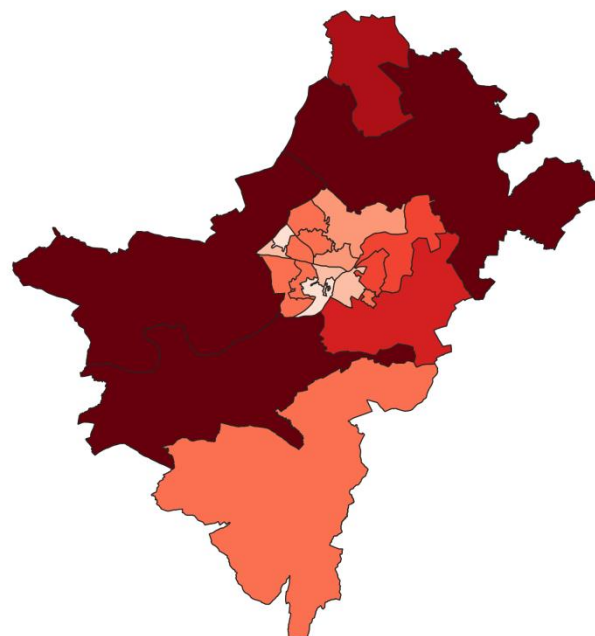
**Figure 21 IMD deciles by LSOA, 2015**

IMD Deciles



Source: Department for Communities & Local Government, 2015

**Figure 22 IMD 'Barriers to housing and services domain by LSOA, 2015**



## CHILD POVERTY

When the IMD domain of 'deprivation affecting children and young people' is considered, the LSOAs of Maybird and Stratford Mount Pleasant East again feature as the most deprived in the JSNA area. When ranked nationally they appear respectively in the 20% and 30% most deprived nationally. This suggests that children living in these areas experience higher levels of deprivation/poverty than the population generally.

In 2015, four LSOAs in the JSNA area recorded proportionally higher levels of children under the age of 16 living in low-income households when compared to the Warwickshire average (11.8%).<sup>40</sup> These included Maybird (16.7%), The Avenue (14.1%), Stratford Mount Pleasant East (13.5%) and Bisphoton (12.0%).

## FREE SCHOOL MEALS (FSM)

Eligibility for FSM provides a key indicator for levels of disadvantage among school pupils. In 2018, there were a slightly higher percentage of children living in the JSNA area who were registered as eligible and claiming FSM (8.1%) compared to Stratford-on-Avon district (7.0%).<sup>41</sup> However, the JSNA rate was slightly lower than county levels (9.6%). The county rate was, however, exceeded in a few LSOA areas including Stratford Mount Pleasant East (16%), Maybird (16%), The Avenue (13%) and Alveston Hill & Rural (12%).

There has been a general rise at JSNA level, district and county, in the proportion of children eligible for FSM over the last three years. However, while in 2016 the JSNA area rate was 3 percentage points lower than the county rate that has now reduced to a 1.5 percentage point gap. Figure 23 highlights the changes in the rate of FSM over time.

**Figure 23 Proportion of children eligible for free school meals, 2016-2018**

	2016	2017	2018
<b>JSNA area</b>	<b>5.7%</b>	<b>5.8%</b>	<b>8.1%</b>
Stratford-on-Avon District	5.8%	5.8%	7.0%
Warwickshire	8.7%	8.5%	9.6%

*Source: Early Help & Education, Insight Service, Commissioning Support Service, 2018*

## FUEL POVERTY

A household is considered fuel poor if they have fuel costs that are above average (the national median level) and were they to spend that amount, they would be left with a residual income below the official poverty line.

In 2016, data from the Department for Business, Energy and Industrial Strategy indicated that the JSNA area had a similar proportion of households in fuel poverty (10.6%) compared to both Stratford-on-Avon district (10.5%) and Warwickshire (11.1%).<sup>42</sup> However, there are a number of LSOAs which had a higher proportion of households in fuel poverty, in particular, Town Centre North (13.8%), Old Town & Town Centre South (13.5%), Stratford Mount Pleasant East (12.9%) and Quinton (12.6%).

## CITIZENS ADVICE

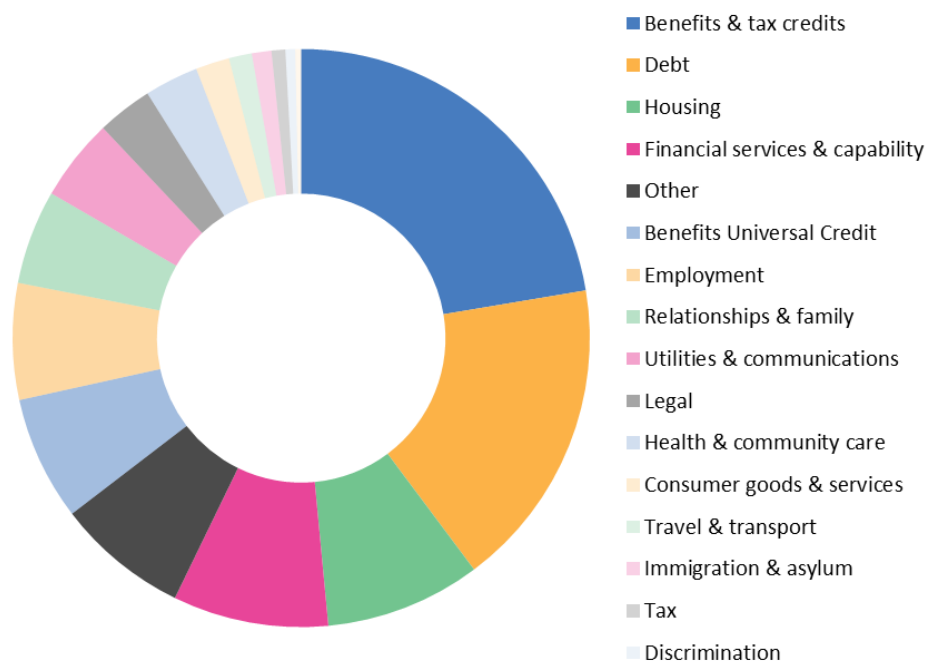
Enquires to Citizens Advice (CA) provides an indicator of the scale of need within a community across a range of issues. In 2018/19, there were just over 9,114 enquiries to Citizens Advice from residents living in the JSNA area.<sup>43</sup> This figure is up from just over 7,000 enquires in 2017/18.

Just over one in five enquiries were related to benefits and tax credits. A further 17% of enquiries related to debt, and almost 1 in 10 enquires were about housing. Figure 24 highlights the range of enquiries to CA during 2018/19.

Key areas for benefit advice were Universal Credit (24%) and Personal Independence Payments (26%). Key debt advice areas were for rent arrears and council tax arrears.

In 2018/19, a third of all Stratford-upon-Avon JSNA enquiries to Citizens Advice were from residents living in LSOAs, Maybird (13.6%), Stratford Mount Pleasant East (10.3%) and Quinton (9.6%).

**Figure 24 Enquiries to Citizens Advice by type of enquiry, 2018/19**



Source: Warwickshire Citizens Advice (2019)

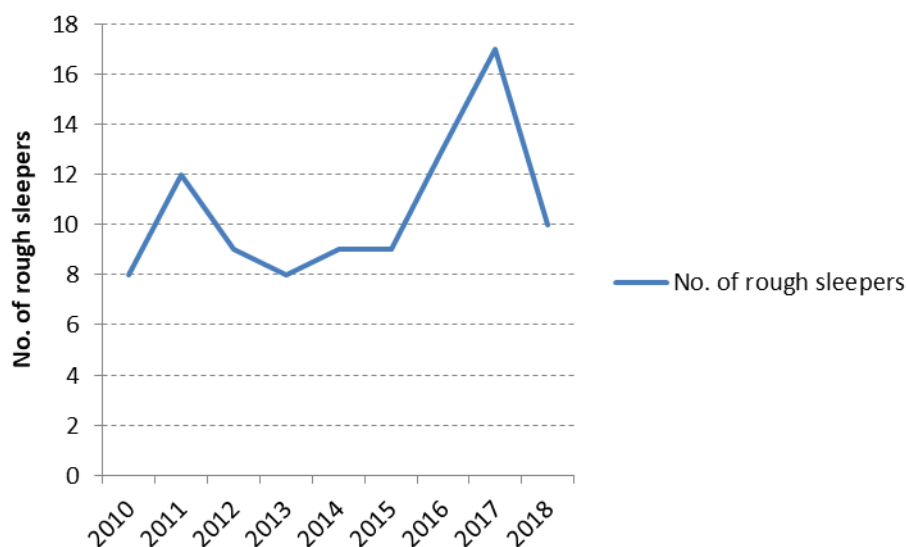
## STRATFORD-UPON-AVON FOODBANK

In a similar way to Citizens Advice, information about local foodbank use provides a broad indicator of need within an area. Stratford-Upon-Avon foodbank works with local agencies to provide food to residents experiencing both short and long term difficulties. Data from the Warwickshire Trussell Trust indicates a rise in the number of adults and children accessing food from the local foodbank. Between 2016/17 and 2017/18, the Stratford-Upon-Avon foodbank recorded an increase of 28% in the number of people accessing the service.<sup>44</sup> The top three reasons for using the foodbank were low income (38%), benefit delays (20.3%) and benefit changes (15%).

## HOMELESSNESS

Every autumn, local authorities produce an estimate of the number of people sleeping rough on a single night. Recorded counts of rough sleeping in Stratford on Avon District indicate an average of around 11 rough sleepers on that night over the last nine years. While the number of rough sleepers each year has varied over time, it is notable that in recent years numbers have, at no point, declined below those recorded in 2010 (Figure 25).

**Figure 25 Count of rough sleepers in Stratford-on-Avon District 2010-2017**



Source: Local Authority Homelessness Statistics, 2019

Homelessness is associated with poverty and is a social determinant of health. In 2017/18, Stratford-on-Avon district had a rate of statutory homelessness (eligible homeless people not in priority need) significantly above that for England.<sup>45</sup> Most people that fall under this cohort tend to be single homeless people, who as a group have a high prevalence of mental and physical health issues.

## ECONOMY

### QUALIFICATIONS

In 2011, a lower proportion of the population (aged 16+) of the JSNA area (17.4%) had no qualifications when compared to the district (19.3%) and county (21.6%).<sup>46</sup> Of interest is the number of young people without qualifications. When those aged 16-24 years are considered, the JSNA rate (9.6%) was in line with district (9.1%) and county levels (10%).<sup>47</sup> There was, however, further variation at LSOA level. The highest rates of young people aged 16-24 without qualifications were recorded in the LSOAs of Maybird (15.2%), Old Town (13.9%) and Shottery South & Racecourse (12.3%). It is notable that the LSOA of Maybird also performed less well at KS4 (GCSEs) as highlighted in the Education section of the report.

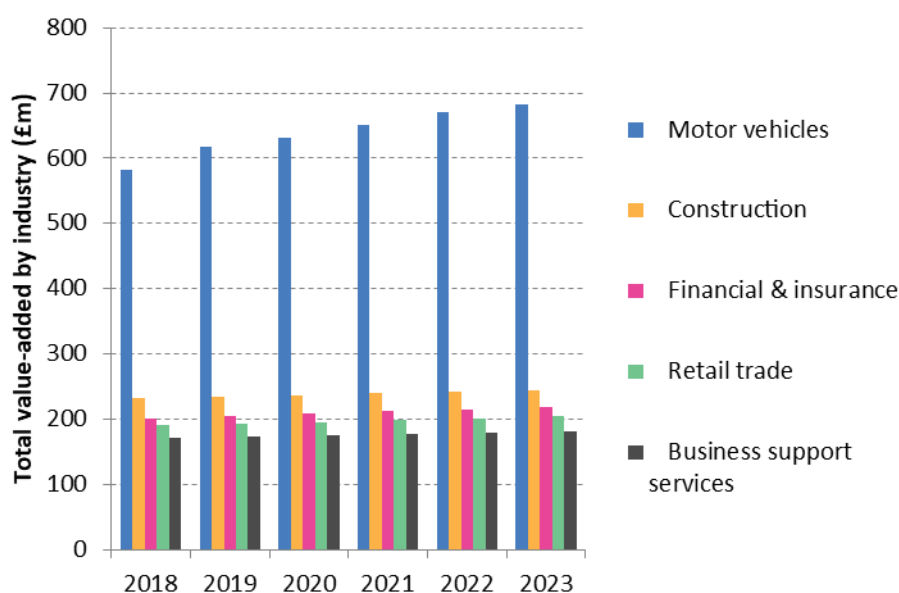
### EMPLOYMENT, INDUSTRY AND OCCUPATIONS

Key employment sites in the JSNA area include Timothy's Bridge industrial estate, the Maybird retail park, NFU Mutual at Tiddington and the town centre of Stratford-upon-Avon. These sites offer a range of job opportunities. They bring large numbers of people in to the area for employment, shopping and leisure but can also contribute to traffic congestion especially at peak commute times.

According to the Business Register and Employment Survey (BRES), in 2017, the key employment sectors in the JSNA area were accommodation and food services (12.9%), retail (12.4%) and health (9.1%).<sup>48</sup>

Data from the Local Economy Forecasting Model (LEFM) shows industry and occupational growth areas (those likely to employ the most people) within the UK. In 2018, in terms of industry, the top five for Stratford-on-Avon district were motor vehicles (8,300), business support services (6,100), retail trade (5,900), education (5,700) and construction (5,300).<sup>49</sup> The top five occupations most likely to employ the most people in Stratford-on-Avon district were: Elementary: clerical/service (9,500), administrative and clerical occupations (6,200), corporate managers (5,500), sales occupations (5,300) and business/public service and associated professionals (4,900). The top five industries in Stratford-on-Avon district that are predicted to add the most monetary value to the economy between 2018-2023 are presented in Figure 26.

**Figure 26 Total value-added (£m) by top 5 industries in Stratford-on-Avon district**



Source: LEFM forecasts, 2018

In terms of occupations, almost 1 in 5 (19%) of JSNA residents aged 16-74 were employed in professional occupations in 2011. This is very similar to the county rate of 18.5%.<sup>50</sup> In the LSOA of Bridgetown North East & Golf Course this figure was 28.9% while in Stratford Mount Pleasant East the figure was 8.3%.

The employment rate (the number of people in employment expressed as a percentage of all people aged 16-64) for Stratford-on-Avon district was 76.1% for the period July 2017 –June 2018. This figure is lower than for Warwickshire as a whole (80.7%). The unemployment rate for this period was 2.7% just slightly higher than the county figure of 2.4%.

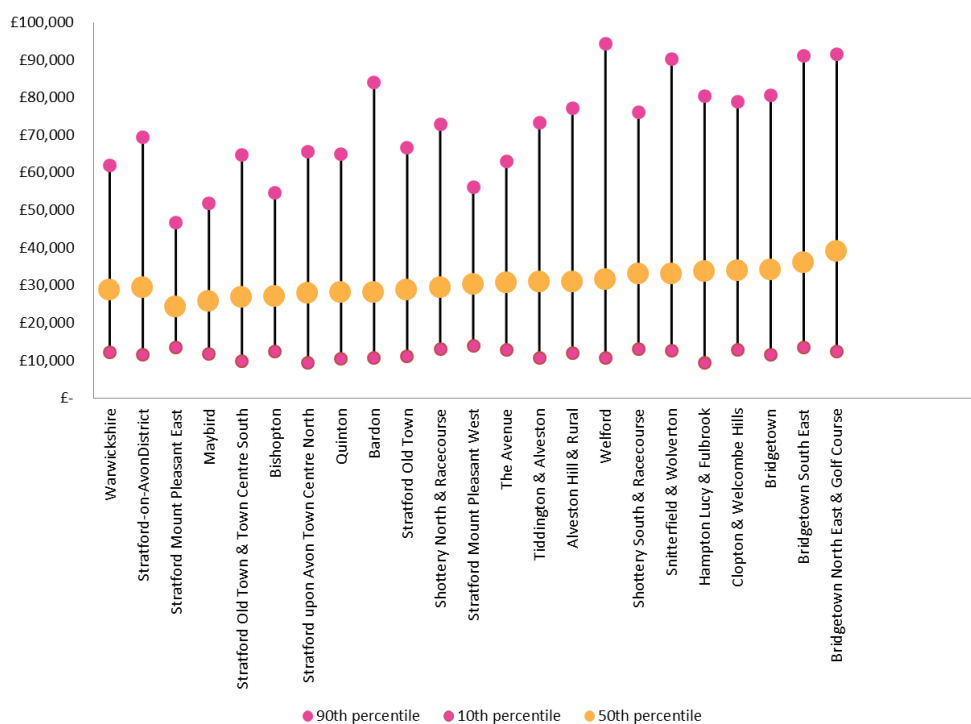
## INCOME & AFFORDABILITY

In 2018, the median annual resident salary for full-time workers for Stratford-on-Avon district was £31,735, higher than the county figure of £30,549.<sup>51</sup>

Additionally, ONS have released experimental statistics on PAYE and benefits for household level income for the tax year 2015/16 to show the distribution of income at LSOA level. There were eleven LSOAs whose gross annual 10<sup>th</sup> percentile income was below the Warwickshire 10<sup>th</sup> percentile average (£12,250).<sup>52</sup>

The 'gap' (between the average gross pay for the 10<sup>th</sup> percentile and the 90<sup>th</sup> percentile) was £49,792 for Warwickshire and £57,852 for Stratford-on-Avon district. Only four LSOAs had a smaller gap than the county average – Bishopton, Stratford Mount Pleasant West, Maybird and Stratford Mount Pleasant East. The biggest differences in the household income of those in the 10<sup>th</sup> and 90<sup>th</sup> percentiles were in the LSOAs of Welford, Bridgetown North East & Golf Course and Snitterfield & Wolverton. Figure 27 highlights these differences between LSOAs within the JSNA area.

**Figure 27 Equivalised household income (PAYE and benefits income (10<sup>th</sup> percentile/90<sup>th</sup> percentile and 50<sup>th</sup> percentile) for LSOAs in Stratford-upon-Avon JSNA area**



Source: ONS, 2019

In terms of house price affordability, in 2017 a resident of Stratford-on-Avon district required 9.35 times the average annual salary to be able to afford the average-priced house within the district (£295,000).<sup>53</sup> Ten years ago they would have required 8.2 times the average annual salary to be able to afford an average priced house in the district of £229,000. In short, residents require a higher proportion of their income to purchase a house now than they did ten years ago. However, average house prices vary considerably within the JSNA area. In March 2018, the mean price paid for a

residential property in Stratford Mount Pleasant was £219,000 while in Bridgetown North East & Golf Course it was £602,789.

In 2011, overall levels of vehicle ownership in the JSNA area were in line with county figures (82.4%).<sup>54</sup> However, the proportion of households without access to a car varied at LSOA level. Almost 40% of households in Old Town & Town Centre South did not have access to a car compared with 4.2% in Hampton Lucy & Fulbrook.

## EDUCATION

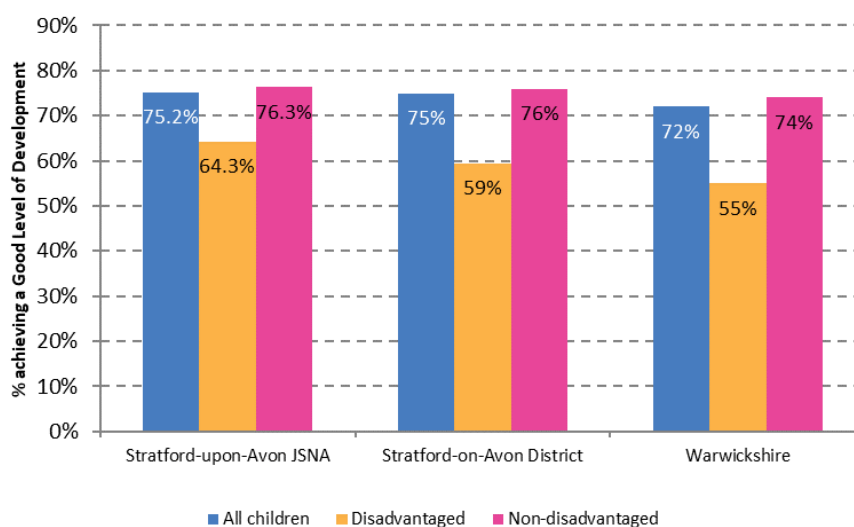
### OFSTED RATED SCHOOLS

In 2018, 87% of children in the JSNA area were at schools (Nursery to year 13+) regarded as ‘Good’ or ‘Outstanding’ by OFSTED.<sup>55</sup> This is the same as 2017 levels but a reduction on figures for 2016 where 92% of resident children were attending ‘good’ or ‘outstanding’ schools. The current figure is in line with the county rate (87%) but lower than the district rate of 93%.

### EARLY YEARS

In 2018, 75% of children living in the JSNA area achieved a Good Level of Development (GLD) in the Reception year (age 4-5 years).<sup>56</sup> This is very similar to the level of previous years. The 2018 rate is in line with that of Stratford-on-Avon district (75%) and marginally higher than the county average (72%) (Figure 28). However, children in the JSNA area who are categorised as ‘disadvantaged’ were less likely to achieve as well as their non-disadvantaged counterparts. This is a pattern evident at district, county and indeed nationally. The gap between those children who are disadvantaged and those who are not was narrower in the JSNA area in 2018 (12.0 percentage points) compared to both district (16.5 percentage points) and county (19.0 percentage points). In 2017 the gap in the JSNA area was considerably wider (25 percentage points) and in 2016 it was 17.5 percentage points.

**Figure 28 Percentage of children achieving a Good Level of Development, 2018**



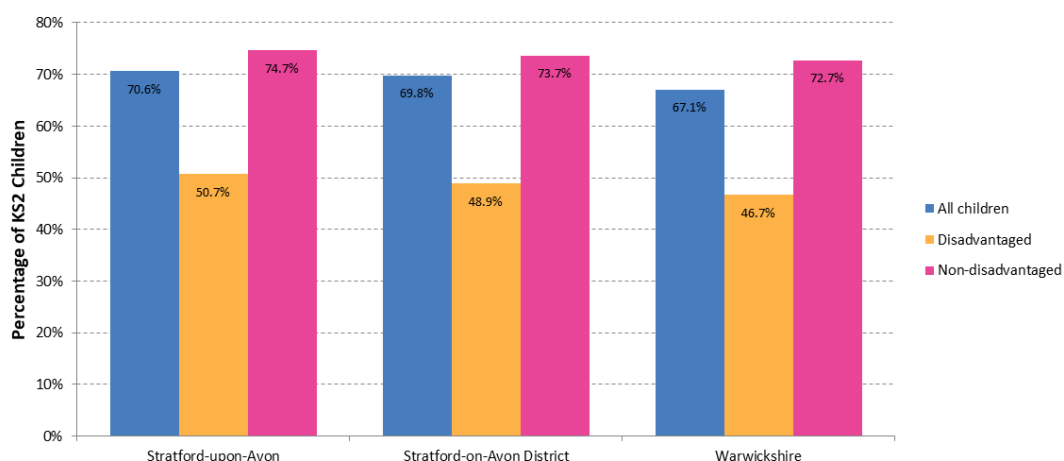
Source: Early Help & Education, Insight Service, Commissioning Support Unit, WCC, 2018



## KEY STAGE 2 – END OF PRIMARY SCHOOL

In 2018, 70.6% of all children at key stage two (aged 10-11) living in the JSNA area achieved the expected standard in reading, writing and maths.<sup>57</sup> This is an improvement on previous years where in 2017 and 2016 the figure was 66.4% and 65.1% respectively. The rate in 2018 was similar to the district (69.8%) and slightly higher than the county (67.1%).

**Figure 29 Percentage of children at key stage 2 reaching expected levels in reading, writing and maths, 2018**



Source: Early Help & Education, Insight Service, Commissioning Support Unit, 2018

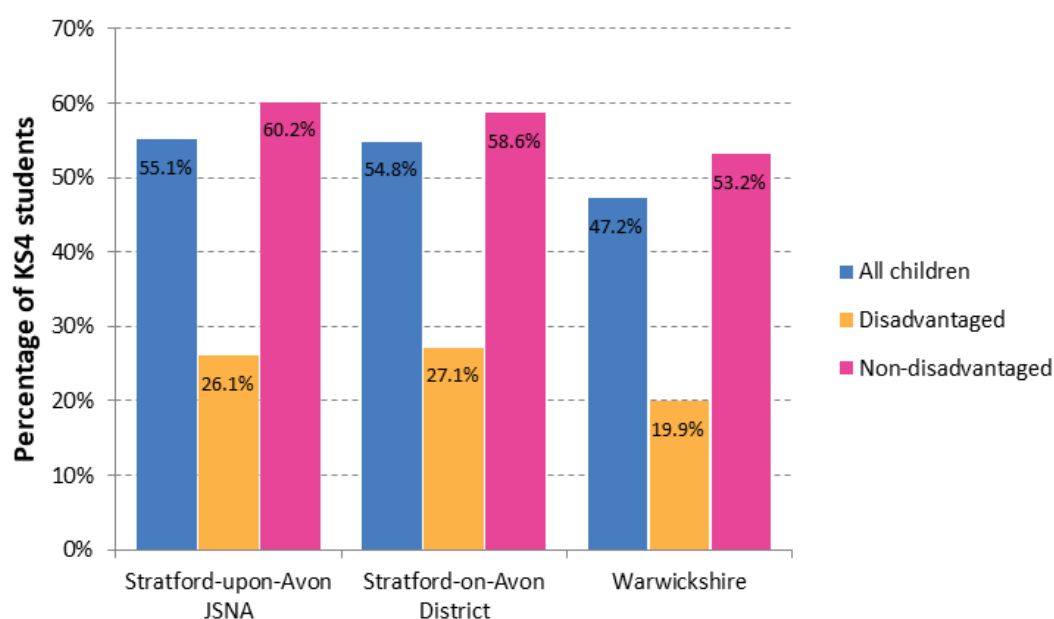
The pattern of poorer performance by those children categorised as disadvantaged is apparent in Figure 29. The gap between disadvantaged and non-disadvantaged is slightly smaller within the JSNA area (24.0%) when compared to the county (26.0%).

Children in some areas of the JSNA perform less well on this measure. During the three-year period 2016-2018, the LSOAs of Maybird (50.8%), Clopton and Welcome Hills (53.8%) and Town Centre North (57.7%) had the lowest proportion of children who achieved the expected standard in reading, writing and maths at key stage two. The three year figure for the JSNA area was 67.5%.

## KEY STAGE 4 – END OF SECONDARY SCHOOL

In 2018, at key stage four (GCSEs), the proportion of all pupils achieving a 9-5 strong pass in English and Maths in the JSNA area was 55.1%.<sup>58</sup> This is slightly lower than 2017 (57.0%) but is in line with the district figure (54.8%) and higher than Warwickshire (47.2%) (Figure 30). Disadvantaged students performed better in the JSNA area (26.1%) compared with county levels (19.9%) and in line with the district figure (27.1%).

**Figure 30 Percentage of students achieving a 9-5 strong pass in English and Maths at KS4, 2018**



Source: Early Help & Education, Insight Service, Commissioning Support Unit, 2018

Average figures for the two-year period 2017 and 2018, at LSOA level, show variation in the number of young people achieving a 9-5 strong pass in English and Maths. In the LSOA of Maybird, 27% of students achieved this standard while in Welford LSOA the figure was 80%.

## SCHOOL ABSENCE

Persistent absence is defined as pupils who miss 10% of school in an academic year. Data from 2017/18, on persistent absence indicates a Stratford-upon-Avon JSNA rate of 9.7%; similar to levels in 2017 (9.0%) and 2016 (9.0%).<sup>59</sup> The 2018 rate was broadly in line with the district figure (9.7%) and slightly below county level (11.0%). LSOAs with the highest rates of persistent absence, based on a three year average (2015/16 to 2017/18), are highlighted in Figure 31.

**Figure 31 Top 3 LSOAs for average persistence absence rates, 2015/16-2017/18 average**

LSOA Name	%
Maybird	13.3%
The Avenue	12.1%
Snitterfield and Wolverton	12.0%
Stratford-upon-Avon JSNA	9.2%
Stratford-on-Avon district	8.2%
Warwickshire	9.6%

Source: Early Help & Education, Insight Service, Commissioning Support Unit, 2018

## SPECIAL EDUCATIONAL NEEDS & DISABILITY (SEND)

In January 2018, 2.9% of children living in the JSNA area and attending a state-funded school in Warwickshire had an Education, Health and Care Plan (EHCP).<sup>60</sup> This is in line with the county

average of 3.0%. The most common primary Special Education Need and Disability (SEND) resulting in an EHCP was Autistic Spectrum Disorder (ASD) (31.2%) followed by Severe Learning Difficulty (29.8%) and Social, Emotional and Mental Health (13.5%).

## COMMUNITY SAFETY

### CRIME, ANTI-SOCIAL BEHAVIOUR (ASB) & DOMESTIC VIOLENCE

Crime, ASB and domestic violence data is recorded by the location of incident and not the residence of victims and this needs to be borne in mind when drawing inferences from the data. In 2018, there were a total of 2,944 crimes in the JSNA area; a rate of 70.7 per 1,000 population – a slight decline since 2017 (73.3 per 1,000).<sup>61</sup> This is considerably higher than the district (57.3 per 1,000) but in line with the county rate (72 per 1,000.) The Stratford-upon-Avon JSNA ranks 10<sup>th</sup> highest out of the 22 JSNA areas. However, there is considerable variation in crime levels at LSOA level. Figure 32 highlights those LSOAs where crime rates are above the average for the JSNA area. The town centre location of these LSOAs is likely to play a factor in their higher than average crime rates.

**Figure 32 LSOAs with crime rate per 1,000 population higher than JSNA area, 2018**

LSOA Area	Crime rate per 1,000 population 2018
Old Town & Town Centre South	235.7
Stratford-upon-Avon Town Centre North	185.2
Maybird	158.2
Stratford Mt Pleasant East	131.1
<b>Stratford-upon-Avon JSNA</b>	<b>70.7</b>

Source: Crime Information System and ATHENA, Warwickshire Police, 2018

In the same period there were 1,130 ASB incidents in the JSNA area, down 12.6% on 2017.<sup>62</sup> In 2018, Stratford-upon-Avon JSNA had the 8<sup>th</sup> highest rate of all 22 JSNAs in the county (28.3 per 1,000 population). Figure 33 details ASB incident levels by category; the majority were categorised as nuisance. The JSNA area had a higher rate of ASB incidents per 1,000 population than Stratford-on-Avon district and the county.

**Figure 33 ASB incidents by category, January to December 2018**

	ASB INCIDENTS				Total ASB incidents	Rate Per 1,000 population
	Personal	Nuisance	Environmental			
JSNA Area	179	869	82		1,130	28.3
Stratford-on-Avon District	434	1,768	195		2,397	19.5
Warwickshire	2,308	10,822	1211		14,341	25.4

Source: STORM Incident System, Warwickshire Police, 2019

Several LSOAs had ASB rates above that of the JSNA area. The top five are listed in Figure 34. Additionally, the JSNA area had the 11<sup>th</sup> highest level of hate crimes of the 22 JSNA areas for the

period August 2017 to July 2018. During this period, there were 54 incidents categorised as a ‘hate crime/incident’.

**Figure 34 Top 5 LSOAs with ASB rates higher than the JSNA area, August 2017 to July 2018**

LSOA Area	ASB rate per 1,000 population 2018
Old Town & Town Centre South	117.6
Stratford Town Centre North	106.1
Maybird	61.2
Shottery North & Racecourse	59.6
Stratford Mount Pleasant East	32.8

Source: STORM Incident System, Warwickshire Police, 2019

In the two-year period from 1<sup>st</sup> July 2016 to 30<sup>th</sup> June 2018 there were 806 reported incidents to the police with a ‘Domestic’ marker in the JSNA area (10.8 per 1,000 population).<sup>63</sup> Again, LSOA data shows variation in rates within the JSNA area. Seven LSOAs had a rate higher than the JSNA area, the top five are detailed in Figure 35.

**Figure 35 Top 5 LSOAs with the highest incidents with a ‘Domestic’ marker, 1<sup>st</sup> July 2016 to 30<sup>th</sup> June 2018**

LSOA Area	Incidents with ‘Domestic’ marker Rate per 1,000 population 2018
Maybird	25.7
Stratford Mount Pleasant East	25.1
Old Town and Town Centre South	23.1
Alveston Hill & Rural	22.3
Bishopton	17.1

Source: STORM Incident System, Warwickshire Police, 2019

The South Warwickshire Community Safety Partnership (SWCSP) process determines the priorities for the South Warwickshire area of which the Stratford-upon-Avon JSNA is part. As noted previously, the role played by drugs and alcohol in relation to several community safety issues is recognised by the Partnership and noted as a ‘cross cutting theme’ for their current priorities.

Additionally, the SWCSP has identified the priorities of ‘County lines’ and ‘ASB with links to street begging’ which have particular relevance to the JSNA area. County lines is a term used to describe urban gangs supplying drugs to suburban areas by using dedicated mobile phone lines and public transport routes (particularly the rail network). Gangs use children and vulnerable people to move drugs and money to these areas. Once caught up in County Lines, exploited individuals are at risk of physical and/or sexual abuse, gang recriminations and trafficking.

Street begging is known to increase, particularly in Stratford Town, during the summer months when the presence of tourists/visitors to the town is at its highest.

The total number of Road Traffic Collisions (RTCs) was 73 in 2018 – the 4<sup>th</sup> highest of all JSNA areas in the county. Half of all RTCs within the JSNA area occurred in the LSOAs of Bardon, Hampton Lucy & Fulbrook and Old Town & Town Centre South.

## ENVIRONMENT

Air pollution is associated with several adverse health impacts. The main air quality issue identified is for nitrogen dioxide (NO<sub>2</sub>) emitted from road traffic, particularly at sites of traffic congestion.

Monitoring of NO<sub>2</sub> levels takes place at ten locations in the JSNA area. The trend in annual mean NO<sub>2</sub> concentrations at these locations is illustrated in Figure 36. No monitoring stations in the JSNA area recorded NO<sub>2</sub> levels above the EU air quality standard objectives (above the black dashed line) between 2012 and 2017.<sup>64</sup>

**Figure 36 Annual trends in NO<sub>2</sub> mean concentration (µg/m<sup>3</sup>) at monitoring sites, 2012-17**



Source: Stratford-on-Avon District Council, Air Quality Annual Status Report, 2018

However, several sites recorded NO<sub>2</sub> levels above 30.0 µg/m<sup>3</sup>. These include Tiddington Road, Grove Road 1 and 2, Greenhill Street and Wood Street. It is important to maintain a focus on these monitoring sites in coming years and to consider actions to reduce both levels of and exposure to air pollutants to minimise impacts on the health of residents.

## COMMUNITY ASSETS

Research and information gathering was undertaken to identify current community assets within the JSNA area. It is recognised that it is difficult to fully capture an up-to-date list of local assets, particularly when many projects are short term, or the time or location may change.

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 & Well-being and Community Cafes and food). A summary of the Stratford-upon-Avon JSNA community assets are listed in Figure 37 and presented in a suite of maps and tables in Appendix A. A fuller description of each theme is available in the JSNA glossary.

**Figure 37 Count of community assets by theme in Stratford-upon-Avon JSNA, July 2019**

Theme	Count
1-Children & Families	56
2-Young People	33
3-Older People	33
4-Community Venues & Meeting Points	37
5-Community Organisations & Social Groups	43
6-Leisure & Recreational Activities	45
7-Advice & Support	25
8-Community Cafes and Food	16
9-Health Well-being	57
10-Education and Learning	21

## LOCAL KNOWLEDGE

The following section includes data and information from residents and stakeholders to highlight the health and well-being needs of people living in the Stratford-upon-Avon JSNA area. To reflect local needs, this report incorporates the views of local communities, gathered through engagement with stakeholders and residents through a number of local events. This section also reports on the findings of a Joint Strategic Needs Assessment survey administered to residents (those living in the JSNA area).

## SUMMARY OF ENGAGEMENT ACTIVITY & STAKEHOLDER EVENT

A stakeholder engagement event was held at Foundation House on the 4th June 2019. The event included a presentation of key data relating to the JSNA area followed by group discussions about data gaps and community assets. Further table top discussions took place on the following topics:

- Health & well-being
- Young people
- Older people – circulatory and bone health
- Poverty
- Area specific issues

A write up of discussions from the above is available in Appendix B.

Additionally, sessions were held at the following locations:

- Snitterfield Climate Change Action Group
- Nosh & Natter at Quinton & Admington Village Hall
- Meon Vale Parent, Toddler and Baby group
- VASA lunch club

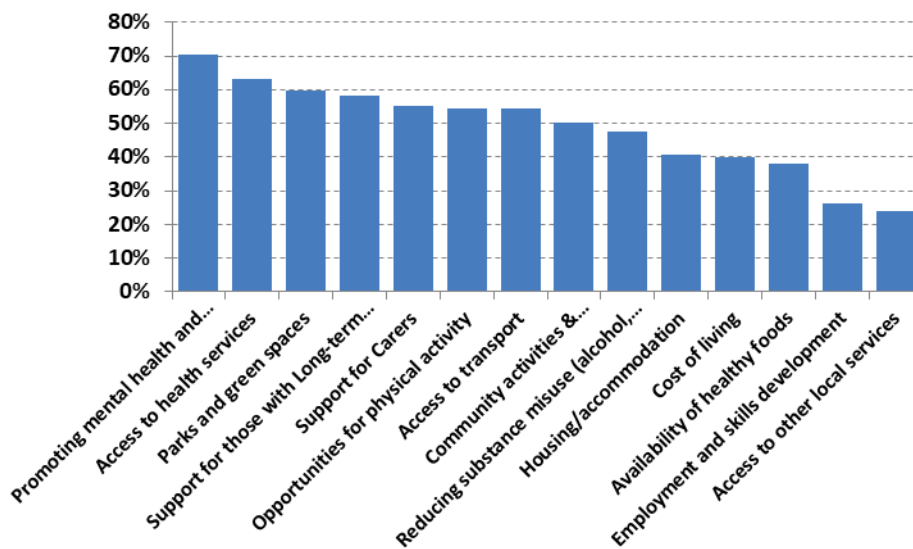
Themes which emerged from discussions with the above groups included:

- Transport & traffic related matters including making it easier to walk and cycle
- Quality and frequency of public transport to local villages
- Support for child and adolescent mental health
- Affordable and suitable housing
- Access to GP appointments
- Tackling loneliness and social isolation
- Opportunities for physical activity

## SUMMARY OF RESIDENTS' RESPONSES TO JSNA SURVEY

The survey received 187 responses from residents living in the JSNA area (see Appendix C for further details of respondents). Residents were asked to select, from a number of options, which issues they felt were priorities for health and well-being in the local area.

**Figure 38 Percentage of residents selecting priorities for health and well-being**

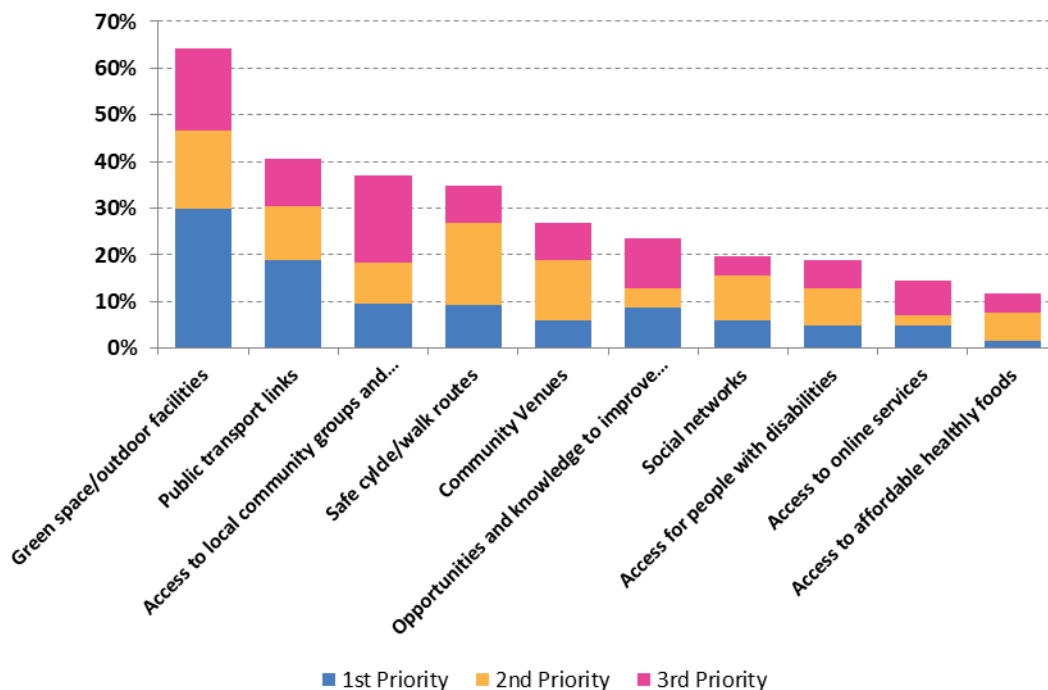


Source: JSNA residents 'online survey, 2019

The top three issues selected included 'Promoting mental health and well-being' (132/70.6%), 'Access to health services' (118/63.1%) and 'Parks and green spaces' (112/59.9%). Other issues including support for those with long-term conditions, support for carers, opportunities for physical activity, access to transport and community activities and opportunities to develop social networks were also identified as priorities by at least half of respondents. Respondents were also asked for further comments/suggestions for priorities for health and well-being. In particular, they included further references to the importance of support for mental health and access to services, access to greenspace and support/activities appropriate for people with disabilities.

Residents were also asked to select, from a list, the top three things in the local area which support positive health and well-being. The results are presented in Figure 39.

**Figure 39 Top three things valued by residents to support positive health and well-being in the local area**



Source: JSNA residents' online survey, 2019

Greenspace/outdoor facilities appeared most frequently (120/64.2%) in respondents' top three things in the local area which support positive health and well-being, followed by public transport links (76/40.6%) and access to local community groups and activities (69/36.9%). Just over a third of respondents put safe cycle/walking routes in their top three (65/34.8%).

Additional comments made in response to the above question tended to focus on access to affordable physical activity opportunities and opportunities to develop social networks for all ages.

A further open text question asked respondents to identify three things which could be better in the local area to improve health and well-being. Issues raised by respondents tended to reiterate the issues highlighted in Figure 38.



**Figure 40 Key themes identified by residents to improve health and well-being**

Theme	Description	Examples for illustration
<b>Transport/Infrastructure</b>	<p>Issues relating to transport included:</p> <ul style="list-style-type: none"> <li>• A desire to <b>see improved public transport</b> especially bus travel both in town and more rural areas</li> <li>• Better quality <b>walking and cycling routes</b></li> <li>• <b>Street improvements</b> (pavements, pothole, litter etc) to encourage and make routes safer and more pleasant</li> <li>• <b>Parking/Traffic congestion</b> – improved parking options but also an easing of traffic congestion in the town centre.</li> </ul>	<p><i>“Better local transport especially for rural areas.”</i></p> <p><i>“Better public transport to Stratford and surrounding towns so you do not always need to use a car”</i></p> <p><i>“better facilities for cycling”</i></p> <p><i>“Cycle paths connected to each other”</i></p> <p><i>“improved pedestrian links and widened footpaths”</i></p> <p><i>“More pedestrian/cycle only lanes and areas”</i></p> <p><i>“Better paths. The paving stones all around the town are dangerous for elderly people”</i></p> <p><i>“Reduce traffic and air pollution particularly over the bridge and in town”</i></p> <p><i>“Reduce road congestion and improve road safety”</i></p>
<b>Healthcare</b>	<ul style="list-style-type: none"> <li>• Appointments/booking GP appointments/waiting times</li> <li>• Access to mental health services across age groups</li> </ul>	<p><i>“Better and quicker access to health services. For the amount of growth in the area little seems to be doing to expand the health services of the whole area”</i></p> <p><i>“Not having to wait two weeks to see a doctor.”</i></p> <p><i>“Access to mental health support for adults and young people”</i></p>
<b>Greenspace</b>	<ul style="list-style-type: none"> <li>• Improved local greenspace</li> </ul>	<p><i>“Better parks open spaces and community facilities that are free for all”</i></p> <p><i>“more green space for children and young adults to exercise and improve their health”</i></p>
<b>Physical activity opportunities</b>	<ul style="list-style-type: none"> <li>• More lower cost/affordable access to gyms/swimming</li> </ul>	<p><i>“Free swimming and indoor exercise activities for the elderly and disabled so getting people out and mobile”</i></p> <p><i>“Community ventures to encourage exercise”</i></p> <p><i>“Organized walking/exercising programs for those who need to restart exercise”</i></p>

<b>Housing and House building</b>	<ul style="list-style-type: none"> <li>• Access to affordable accommodation/protection for tenants re rent levels</li> <li>• Desire to see few new build housing developments</li> </ul>	<p><i>"Access to fairly priced, secure accommodation"</i></p> <p><i>"More affordable, social housing, with better planning controls."</i></p> <p><i>"No more building"</i></p> <p><i>"Stop building on the outskirts of Stratford. It's appearing that any piece of grass,...is being built upon. This creates dust, more cars, higher pollution and more cars on the road"</i></p>
<b>Activities for children &amp; young people</b>	<ul style="list-style-type: none"> <li>• More activities for children and young people</li> </ul>	<p><i>"Children centres are core in supporting young families especially those with special needs or parents with post-natal depression who can become isolated"</i></p> <p><i>"More activities for teenagers"</i></p> <p><i>"More for teens &amp; youngsters"</i></p>
<b>Community activities &amp; facilities</b>	<ul style="list-style-type: none"> <li>• More community based opportunities and improvements to community facilities</li> </ul>	<p><i>"Providing varied community groups to get residents involved in supporting those more vulnerable"</i></p> <p><i>"A revitalised Community Centre"</i></p> <p><i>"Access to Community centre with affordable evening events."</i></p>
<b>Access to healthy food</b>	<ul style="list-style-type: none"> <li>• Including fruit and vegetable outlets and reasonably priced 'eat out' options</li> </ul>	<p><i>"Cafes serving 'proper' healthy food"</i></p> <p><i>"Less convenience / junk food shops (and in shops, e.g. Poundland) and more fresh fruit and vegetables, fish, slow food - accessible in town"</i></p> <p><i>"Access to healthy affordable, fresh, cooked lunch, and beverages. Community cafe."</i></p>
<b>Air Quality</b>	<ul style="list-style-type: none"> <li>• Improved air quality especially from cutting traffic congestion</li> </ul>	<p><i>"Air pollution from vehicles, keep freight away from the town"</i></p> <p><i>"Less congested roads into town- air pollution is a killer"</i></p> <p><i>"Reduce traffic and air pollution particularly over the bridge and in town"</i></p>
<b>Communication about activities to promote</b>	<ul style="list-style-type: none"> <li>• Clearer communication about what's on to help promote</li> </ul>	<p>Better signposting of events on a clear website - the local Stratford websites don't list events like school</p>

health & well-being	health and well-being	fetes/events at the REC, etc
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Finally, residents were asked what additional activities or events they would like to see in their local area.

**Figure 41 Resident responses when asked ‘what local activities/event would you like to see in your area?’**

Theme	Example for illustration
Activities for physical activity (incl. Yoga, Walking, keep fit, use of parks for exercise)	<i>Walking groups, Pilates classes or similar low impact activities for people like me (disabled but working full time)</i> <i>More park runs and outdoor group exercise</i> <i>More exercise opportunities in a local venue for older people</i> <i>More walking groups</i>
Children’s/Youth activities	<i>More things for young people to do</i> <i>More for teenagers with disabilities</i>
Community events/activities	<i>More local ‘get togethers’ for small communities e.g. picnics, fetes, etc</i>
Older people	<i>More local groups for elderly. Possibility of bereavement groups/visiting.</i>
Information	<i>A focal point for dissemination of information, events etc.</i>

Essentially, respondents wanted to see more activities made available to a range of age groups to support physical activity and help combat loneliness and isolation – including more community-based activities/events. A recent report by Orbit Housing<sup>65</sup> looked at levels of engagements in community life and barriers to it in the areas of Bishopton and Clopton. Survey work in the area suggested around 1 in 3 respondents ‘engaged often’ in community life while almost 40% rarely got involved. Barriers to involvement included not enough of interest in the area, disability or long-term health condition, too busy with family/work life, lack of confidence and financial barriers to getting involved.

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- <sup>59</sup> Early Help and Education Team, Insight Service, Commissioning Support Unit, 2018
- <sup>60</sup> Early Help and Education Team, Insight Service, Commissioning Support Unit, 2018
- <sup>61</sup> Crime Information System and ATHENA, Warwickshire Police, 2018
- <sup>62</sup> ASB Incidents, STORM Incidnet System, Warwickshire Police, 2018
- <sup>63</sup> Domestic Flagged Incidents, STORM Incident System, Warwickshire Police, 2018
- <sup>64</sup> Stratford District Council, 2018 Air Quality Annual Status Report, 2018
- <sup>65</sup> Connected Communities Stratford survey findings, Orbit Housing, 2019