

# **The State of the District**

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**An Economic, Social and Environmental Audit of Stratford-upon-Avon**

September 2006

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# 1 Introduction

## 1.1 Background

[AWAITING INPUT FROM STRATFORD-UPON-AVON DISTRICT COUNCIL ON POLICY CONTEXT]

## 1.2 This Report

The Local Futures Audit has been developed in collaboration with the Audit Commission, the Local Government Association, and individual local authorities and partnerships. The basic thrust of the Audit is to compare and benchmark the performance of Stratford-upon-Avon against each district in Britain and against Coventry & Warwickshire and the West Midlands region. Performance is assessed according to how well the district scores on a range of carefully selected benchmark indicators of economic, social and environmental well-being.

The results of the Audit can be used to inform local policy development and to act as a framework for monitoring and evaluating progress towards its various policy goals. It can also be used as an evidence base in order to advance Stratford-upon-Avon's economic and social development priorities with strategic and funding bodies.

The remainder of this report is structured as follows:

- **Chapter 2 – Economic Development**, covering: economic performance, industrial structure, business and enterprise, education and skills, and the labour market;
- **Chapter 3 – Social Profile**, covering: age and occupational structure, prosperity, deprivation and inequality, health, and crime;
- **Chapter 4 – Environment**, covering: housing, commercial and industrial property, transport and connectivity, services and amenities, and the natural environment;
- **Chapter 5 – Synthesis and Conclusions**, draws together the three broad sets of findings and discusses their implications for Stratford-upon-Avon.

The main body of the report draws on a selected number of benchmark indicators. This should be considered in conjunction with a Data Annex published as a separate report that provides a wider and more detailed set of economic, social and environmental indicators for Stratford-upon-Avon District Council to use at its own discretion.

## 2 Economic Development

### 2.1 Introduction

We begin by assessing the present state of Stratford-upon-Avon's economy in terms of its competitiveness at the sub-regional, regional and national levels. Strong economic foundations are critical to the future success of the district, creating quality employment opportunities for local people. The Audit examines five aspects of economic development that need to be 'joined-up' in the context of strategy, partnership and practical initiatives. The five aspects, each with their own benchmark indicators, are as follows:

- Macro-economic performance;
- Industrial structure;
- Business and enterprise;
- Skills and education;
- Labour market.

The results of our analysis of how Stratford-upon-Avon and its districts perform in respect of each of these aspects are presented below. At the end of the chapter we provide a composite picture which shows how these aspects inter-relate, and summarise our key findings on economic development in the district.

## 2.2 Macro-Economic Performance

Macro-economic performance has been examined using indicators for economic scale, productivity, and change. The indicators here are primarily to give context to the other findings in the economic section; they enable us to identify the true economic drivers in the comparator group and therefore the relative importance of their growth and productivity.

Beginning with **economic scale**, the Audit assesses scale in terms of both output and employment (workplace-based). The results are presented in Table 1.

- **Stratford-upon-Avon has an average sized economy, ranked as the 182<sup>nd</sup> largest of 408 districts in Great Britain.**

The Stratford-upon-Avon economy – measured by its share of national Gross Value Added (GVA) and employment – is smaller than the national and regional average but similar to the average for Coventry & Warwickshire. There is wide variation within the comparator group with Cherwell, Warwick, Solihull and Coventry as the largest and the only four to score above the national average. Coventry is by far the largest in the comparator group and the 25<sup>th</sup> largest in Britain, while at the other end of the scale Malvern has the smallest economy and ranks 324 places below Coventry.

**Table 1: Economic Scale**

LAD	Share of national GVA, 2003	Share of total national employment, 2004	Economic scale score	Economic scale score rank (out of 408)
Coventry	0.54	0.54	220.20	25
Solihull	0.41	0.40	165.67	55
Warwick	0.28	0.28	113.92	102
Cherwell	0.27	0.27	111.04	114
<b>Stratford-on-Avon</b>	<b>0.19</b>	<b>0.20</b>	<b>78.85</b>	<b>182</b>
Wychavon	0.15	0.17	65.49	225
Rugby	0.16	0.15	64.98	229
Redditch	0.14	0.16	61.74	242
Nuneaton and Bedworth	0.15	0.15	59.97	253
West Oxfordshire	0.15	0.14	58.55	262
Cotswold	0.14	0.14	56.89	277
Daventry	0.12	0.12	47.68	315
Bromsgrove	0.10	0.12	46.28	325
North Warwickshire	0.11	0.11	45.49	328
South Northamptonshire	0.10	0.10	39.28	348
Malvern Hills	0.09	0.10	38.48	349
Coventry & Warwickshire	1.43	1.43	75.79	32 (out of 53)
West Midlands	8.21	9.01	94.66	6 (out of 11)
<b>Great Britain</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	

Source: *localknowledge*, Local Futures

Our second measure of macro-economic performance is **productivity**. Table 2 shows the results.

- **Stratford-upon-Avon scores above average on our productivity score and is ranked 104<sup>th</sup> out of 408 districts in Great Britain.**

Stratford and some of its neighbouring authorities are amongst the most productive in the West Midlands, reflecting the benefits of their location close to the buoyant South East and London economies. The figures in table 2 show that productivity in Stratford-upon-Avon is above the national average and well above that for the region as a whole. However, it appears only mid table in the comparator group, with areas such as Solihull, West Oxfordshire and Coventry all performing well above the national average.

In general, there tends to be a strong correlation between earnings and GVA per head. However, while Stratford-upon-Avon's GVA per head is above the national average, earnings are slightly below - this is also the case in Daventry and Rugby and particularly West Oxfordshire and Cherwell. Only three districts in the comparator group have earnings and GVA per head above the national average for both indicators; these are Coventry, Warwick and Solihull – the three largest economies in the comparator group. The least productive economies tend to be the smaller authorities: Bromsgrove features at the bottom of the list with both the lowest earnings and GVA per head.

**Table 2: Productivity and Earnings**

LAD	Average gross weekly earnings (workplace based), 2005	GVA per head 2003	Productivity score	Productivity score rank (out of 408)
Solihull	429.90	21,563.27	119.08	64
West Oxfordshire	408.70	21,216.78	115.35	70
Coventry	451.20	19,373.00	115.23	71
Cherwell	403.40	20,941.65	113.86	78
Warwick	437.90	18,310.18	110.36	91
Daventry	419.00	18,167.43	107.53	97
North Warwickshire	421.10	17,607.71	106.12	102
<b>Stratford-on-Avon</b>	<b>420.80</b>	<b>17,595.17</b>	<b>106.05</b>	<b>104</b>
Rugby	413.10	17,273.20	104.11	110
South Northamptonshire	385.30	16,706.23	98.88	132
Cotswold	366.40	16,637.01	96.28	149
Redditch	395.10	13,601.93	90.84	179
Nuneaton and Bedworth	354.90	14,839.65	89.44	188
Wychavon	377.20	12,985.70	86.72	216
Malvern Hills	365.00	12,565.69	83.92	243
Bromsgrove	320.80	11,044.04	73.75	351
Coventry & Warwickshire	424.26	17,928.93	106.16	12 (out of 53)
West Midlands	388.20	14,055.23	90.57	6 (out of 11)
<b>Great Britain</b>	<b>424.30</b>	<b>15,585.27</b>	<b>100.00</b>	

Source: *localknowledge*, Local Futures

The final measure of macro-economic performance in our Audit is **economic change** in the past few years (see Table 3).

- **The Stratford-upon-Avon economy is ranked 301<sup>st</sup> of 408 districts in Britain for economic growth.**

Stratford-upon-Avon has experienced low growth according to our measure of economic change, scoring 17.8 on and index with Great Britain as 100. This index is based on growth in the numbers of jobs, which increased by 1.3 per cent over the 1998 to 2004 period. Nationally the increase was 7.1 per cent and the West Midlands, which was the worst performing region, recorded a figure of 2.6 per cent. However, across the comparator group there is a huge variation in growth rates. South Northamptonshire, Daventry and Cotswold are all in the top 10 per cent of authorities nationally with growth rates over three times the national average (although, these three are all small economies growing from a low base). At the other end of the scale Rugby, North Warwickshire and Bromsgrove have seen their job numbers decline although, again, these are small economies. Of the four big economies in the comparator group only Cherwell and Warwick achieve growth rates above the national average.

Looking at earnings, Stratford's growth is again below the national and regional averages and towards the bottom of the comparator group. There is a similar spread of growth rates across the group as there was for employment growth, and there seems to be a correlation between growth in earnings and growth in jobs across the group. The three fastest growers in employment terms have also experienced some of the fastest growth in earnings (Daventry, South Northamptonshire and Cotswold). Warwick and Nuneaton and Bedworth have also seen very high growth in earnings.

**Table 3: Economic Change**

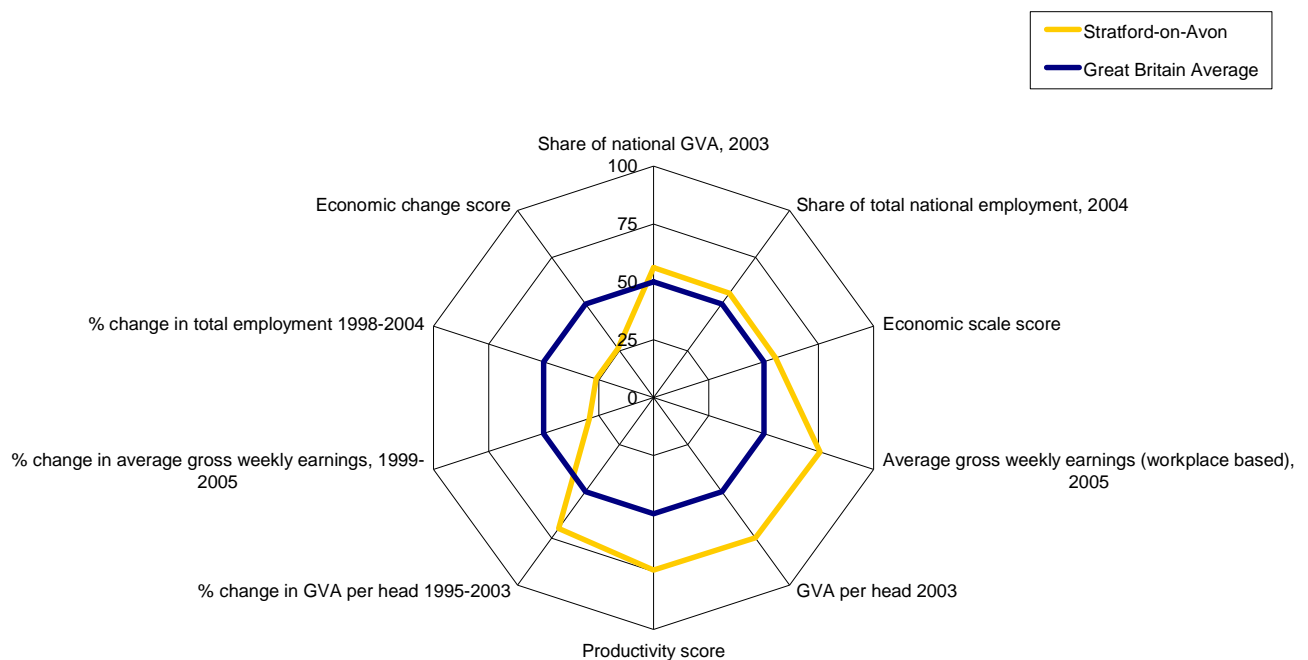
LAD	% change in GVA per head 1995-2003	% change in average gross weekly earnings, 1999-2005	% change in total employment 1998-2004	Economic change score	Economic change score rank (out of 408)
South Northamptonshire	58.75	34.20	27.07	381.19	15
Cotswold	67.27	24.08	22.09	311.08	31
Daventry	58.75	31.10	20.83	293.28	35
Malvern Hills	42.24	20.54	17.32	243.89	57
Cherwell	62.59	17.85	12.98	182.83	96
Solihull	95.58	17.11	11.76	165.55	116
Redditch	42.24	26.47	9.50	133.72	160
West Oxfordshire	62.59	15.81	6.15	86.65	228
Nuneaton and Bedworth	52.68	30.86	5.03	70.85	247
Warwick	52.68	32.46	4.77	67.12	254
<b>Stratford-on-Avon</b>	<b>52.68</b>	<b>18.80</b>	<b>1.26</b>	<b>17.79</b>	<b>301</b>
Coventry	44.32	22.28	0.75	10.63	307
Wychavon	42.24	22.27	0.15	2.16	317
Bromsgrove	42.24	14.08	-2.94	-41.34	357
North Warwickshire	52.68	5.35	-5.93	-83.53	378
Rugby	52.68	6.77	-6.75	-94.98	381
Coventry & Warwickshire	49.19	20.94	0.58	8.12	46 (out of 53)
West Midlands	45.38	21.62	2.53	35.64	11 (out of 11)
<b>Great Britain</b>	<b>47.91</b>	<b>24.03</b>	<b>7.10</b>	<b>100.00</b>	

Source: *localknowledge*, Local Futures

A summary of Stratford-upon-Avon's macro-economic performance is shown in Figure 1. The spider chart is a way of showing how the district rates against its peers. Every British district's data is converted into a percentile, with the top-ranked area scoring 100, and the bottom zero. These can then be plotted on the chart to give a 'web' for each area. In general the bigger the web, the better the area is performing on each set of indicators. In this chart, Stratford-upon-Avon's scores are compared with the British median.

Stratford-upon-Avon's macro-economic performance is mixed. It is moderate in scale but its reasonably high productivity has resulted in higher earnings when compared to the national average. However, growth in jobs and earnings have not kept pace with national trends, while growth in GVA per head has been very good.

**Figure 1: Macro-Economic Performance**



Source: *localknowledge*, Local Futures<sup>1</sup>

<sup>1</sup> The chart displays the national ranking of Stratford-upon-Avon, converted to a percentile score (i.e. the top ranking sub-region scores 100% and the bottom ranking 0%)

## 2.3 Industrial Structure

Throughout the global economy, the critical structural economic trend is the growth of the knowledge economy across and within all sectors. The Local Futures Audit assesses Stratford-upon-Avon's industrial structure from this knowledge economy perspective. We distinguish between knowledge-based production (aerospace, electrical machinery manufacture, printing & publishing, and chemicals & energy), and knowledge-based services (telecommunications, computing, R&D, finance & business services, and recreational & cultural services). These industrial groupings are based upon European Commission and OECD definitions, where individual industries are classified as knowledge-based if graduates make up at least 25 per cent of their workforce. The results of our assessment of the industrial structure of Stratford-upon-Avon are shown in Table 4.

- **Stratford-upon-Avon ranks 116<sup>th</sup> out of 408 districts on our overall industrial structure score.**

The knowledge economy in Stratford-upon-Avon accounted for 22.9 per cent of total employment in 2004 (compared to 23.3 per cent in Great Britain and 18.9 per cent in the West Midlands as a whole). While scoring just below the national average, this figure is skewed upwards by London and other large cities, so Stratford still ranks highly despite being below the national average. Many of the comparator group have high industrial structure scores and, in particular, three of the largest and most productive economies (Cherwell, Warwick and Solihull) also have the highest proportions of knowledge driven jobs. Despite very sluggish overall jobs growth, Stratford has recorded a growth rate just below the national average for knowledge intensive sectors. However, this growth rate is low in comparison to the rest of the group, where 8 districts have achieved rates above the national average. Stratford-upon-Avon's reliance on the public sector for jobs is low by national standards and growth here has also been low. Elsewhere in the group there have been exceptionally high rates of growth, particularly in Daventry and Solihull.

**Table 4: Industrial Structure**

LAD	Proportion of employment in knowledge-driven production, 2004	Proportion of employment in knowledge-driven services, 2004	Proportion of employment in knowledge-driven sectors, 2004	% change in knowledge driven sector employment, 1998-2004	Proportion of employment in public services, 2004	% change in public services employment 1998-2004	Industrial structure score, 2004	Industrial structure score rank (out of 408)
Cherwell	4.19	24.55	28.75	33.71	12.08	17.41	123.61	58
Warwick	3.57	22.91	26.49	17.28	16.67	19.96	113.89	72
Solihull	1.89	24.02	25.91	-0.89	18.64	77.73	111.40	76
West Oxfordshire	3.96	21.34	25.30	35.31	14.75	9.52	108.79	87
Malvern Hills	2.78	21.42	24.20	143.52	24.60	3.74	104.06	97
South Northamptonshire	3.40	19.72	23.12	35.18	17.03	64.90	99.39	113
<b>Stratford-on-Avon</b>	<b>2.08</b>	<b>20.82</b>	<b>22.89</b>	<b>11.11</b>	<b>15.02</b>	<b>20.59</b>	<b>98.43</b>	<b>116</b>
Coventry	4.15	18.17	22.31	6.35	24.77	1.04	95.95	128
Cotswold	2.39	18.67	21.06	37.05	18.82	18.95	90.56	150
Wychavon	3.55	15.27	18.81	4.94	16.40	14.86	80.90	185
Redditch	3.64	13.58	17.22	10.47	16.29	26.58	74.05	231
Rugby	3.30	13.89	17.19	-5.19	16.45	-6.63	73.92	232
Daventry	1.55	14.69	16.24	59.50	15.85	108.08	69.83	257
Bromsgrove	1.95	13.54	15.49	12.61	22.69	11.12	66.62	273
Nuneaton and Bedworth	2.27	12.90	15.17	21.08	20.49	40.61	65.24	285
North Warwickshire	1.94	12.33	14.27	25.08	10.52	-36.94	61.36	309
Coventry & Warwickshire	3.30	18.01	21.31	10.23	19.40	5.41	91.61	23 (out of 53)
West Midlands	2.62	16.32	18.94	13.38	21.01	22.39	81.42	8 (out of 11)
<b>Great Britain</b>	<b>3.61</b>	<b>19.64</b>	<b>23.26</b>	<b>12.66</b>	<b>21.03</b>	<b>24.11</b>	<b>100.00</b>	

Source: *localknowledge*, Local Futures

## 2.4 Business and Enterprise

A dynamic local enterprise culture is vital for the long-term competitiveness and overall success of any local economy. Table 5 shows the results of our Audit of business and enterprise in Stratford-upon-Avon.

- **Stratford-upon-Avon is ranked 113<sup>th</sup> out of 408 districts in Great Britain on our overall index of business and enterprise.**

Is Stratford-upon-Avon a good place to do business? Business density in the district is exceptionally high; second only to Cotswold in the comparator group and almost twice the national average, ranking the district in the top 5 per cent of authorities nationally. In line with these figures the average business size in Stratford is small by national standards, while Coventry and Solihull are far more reliant on larger businesses.

The Local Futures Enterprise Index is composed of the new business formation rate, the sub-regional survival rate and the growth in business stock over the last 5 years. On this index, where the Great Britain average is 100, Stratford-upon-Avon scores 105.6. The district's new business formation rate is low but the survival rate (sub-regional) is above average and the growth in stock over the last 5 years is good - as it is across the majority of the comparator group. Despite this good score, Stratford performs only moderately within the comparator group, only three of whom score below the national average. Business closures are also lower than national, regional and sub-regional figures in Stratford. In line with the figures on business size and density, self employment levels in Stratford-upon-Avon are very high.

**Table 5: Business and Enterprise**

LAD	Business per 1000 population, 2005	Average business size, 2004	New business formation rates, 2004	Business closure rate, 2004	Self employment rate, 2004	% change in total VAT registered business stock, 2000-2005	New business survival rate (24 months from 2000)	Business & enterprise score	Business & enterprise score rank (out of 408)
Warwick	45.31	10.84	10.45	10.06	7.64	9.23	82.79	117.54	39
Cherwell	47.50	11.58	10.54	8.85	6.78	12.56	82.20	115.01	55
West Oxfordshire	58.02	7.17	9.92	8.25	9.76	10.02	82.20	110.56	71
Coventry	24.34	16.35	11.15	10.39	4.98	8.85	82.79	110.54	72
South Northamptonshire	58.36	6.39	9.55	10.19	11.73	10.47	79.26	110.23	76
North Warwickshire	45.33	10.62	9.87	8.77	6.77	15.25	82.79	109.60	78
Daventry	57.31	8.66	9.82	8.94	11.38	8.69	79.26	106.60	98
Solihull	33.72	14.50	10.03	10.86	8.50	7.34	77.18	106.07	104
<b>Stratford-on-Avon</b>	<b>66.06</b>	<b>7.41</b>	<b>9.18</b>	<b>8.79</b>	<b>9.82</b>	<b>9.42</b>	<b>82.79</b>	<b>105.56</b>	<b>113</b>
Redditch	35.26	14.15	9.21	9.66	7.97	7.79	81.36	104.28	129
Nuneaton and Bedworth	26.38	10.55	10.89	9.31	7.22	7.98	82.79	104.04	133
Cotswold	70.68	7.22	9.61	8.88	12.60	7.83	79.73	103.88	137
Rugby	40.83	10.71	9.01	7.48	6.99	10.58	82.79	103.02	150
Wychavon	55.66	8.02	8.94	8.46	10.29	8.20	81.36	99.58	188
Bromsgrove	45.71	8.17	9.24	8.94	9.35	4.67	81.36	99.26	192
Malvern Hills	56.51	7.61	9.04	8.45	11.29	5.50	81.36	94.30	251
Coventry & Warwickshire	37.47	11.51	10.12	9.32	6.78	9.74	82.79	108.94	7 (out of 53)
West Midlands	35.73	12.22	9.76	9.83	6.57	4.97	80.29	97.18	5 (out of 11)
<b>Great Britain</b>	<b>37.52</b>	<b>11.57</b>	<b>10.08</b>	<b>9.94</b>	<b>7.41</b>	<b>5.05</b>	<b>79.34</b>	<b>100.00</b>	

Source: *localknowledge*, Local Futures

## 2.5 Education and Skills

The knowledge economy is powered, above all, by human capital, and a good blend of academic and vocational skills will be critical to the future success of Stratford-upon-Avon. In the Local Futures Audit, local levels of education and skills are assessed in terms of the qualifications profile of the working age population (i.e. the available workforce). The results are presented in Table 6.

- **Stratford-upon-Avon performs well in respect of education and skills, ranking 177<sup>th</sup> out of 408 districts on our overall score.**

The Local Futures skills and qualifications score is a composite measure based on each of the four NVQ levels, with greater weighting attached to the higher levels. On this measure Stratford-upon-Avon does well, scoring over the national average and well above that for the West Midlands. The proportion of those residents in “skills poverty” (below NVQ 2) is lower than average and the proportion of those with higher level skills (NVQ 4 and above) is higher than average. Stratford-upon-Avon’s skills profile is skewed away from NVQ levels 2 and 3.

However, skills levels are another area where conditions within the comparator group are varied. The highest ranking district, Warwick, ranks in the top 25 (of 408 districts), while Nuneaton & Bedworth has one of worst skills profile in Britain (ranking 374<sup>th</sup> out of 408).

Looking at school performance Stratford-upon-Avon’s GCSE attainment is outstanding, ranking top in the comparator group and in the top 5 per cent of authorities nationally. Once more there is huge variation between districts; North Warwickshire, Coventry and Nuneaton & Bedworth all feature in the bottom 15 per cent of authorities nationally.

**Table 6: Education and Skills**

LAD	Proportion of working population qualified below NVQ 2 2004	Proportion of working population with NVQ 2 2004	Proportion of working population with NVQ 3 2004	Proportion of working population with NVQ 4+ 2004	Proportion of employees who have received job training in last 13 weeks, 2003-2004	Percentage of pupils achieving 5+ GCSEs grades A*-C 2004/05	Skills & qualifications score	Skills & qualifications score rank (out of 408)
Warwick	25.98	16.77	25.20	32.05	36.64	59.80	114.54	25
Solihull	30.90	21.18	20.47	27.45	28.66	64.10	105.27	100
Bromsgrove	33.14	17.02	16.56	33.27	25.11	58.40	104.58	112
Cotswold	32.77	20.20	18.89	28.14	27.41	66.80	103.35	132
West Oxfordshire	32.44	21.58	17.54	28.43	26.08	61.70	102.84	141
Rugby	31.91	22.86	18.00	27.22	28.77	61.80	102.79	143
<b>Stratford-on-Avon</b>	<b>34.35</b>	<b>19.85</b>	<b>18.01</b>	<b>27.78</b>	<b>17.31</b>	<b>68.60</b>	<b>101.48</b>	<b>177</b>
Malvern Hills	35.12	18.65	16.72	29.51	29.52	65.00	101.12	186
Daventry	34.60	20.44	18.03	26.92	27.36	52.30	100.81	191
South Northamptonshire	34.09	21.52	14.46	29.93	24.38	64.30	100.53	202
Coventry	35.18	22.31	19.08	23.43	27.61	46.50	99.05	226
Chenwell	37.02	19.79	19.05	24.14	35.05	48.60	98.21	239
Wychavon	41.91	16.74	16.32	25.04	27.03	61.30	93.60	312
Redditch	42.63	17.99	18.04	21.33	18.50	48.40	92.08	335
North Warwickshire	41.87	21.18	17.90	19.06	27.90	46.40	91.15	346
Nuneaton and Bedworth	43.10	22.82	18.53	15.55	30.09	47.00	88.66	374
Coventry & Warwickshire	34.88	21.11	19.63	24.37	27.98	53.52	100.24	24 (out of 53)
West Midlands	38.94	20.87	17.83	22.36	28.76	54.28	95.45	11 (out of 11)
<b>Great Britain</b>	<b>35.07</b>	<b>20.85</b>	<b>18.33</b>	<b>25.74</b>	<b>30.32</b>	<b>54.54</b>	<b>100.00</b>	

Source: *localknowledge*, Local Futures

## 2.6 Labour Market

The final aspect to be considered within the economic development section of the Local Futures Audit is the labour market characteristics of Stratford-upon-Avon. Compared to the EU average, Britain has a less regulated labour market and enjoys relatively high employment rates and low unemployment. Table 7 provides a summary of labour market conditions in the district.

- **Stratford-upon-Avon performs below average in respect of its labour market performance, ranking 70<sup>th</sup> out of 408 districts in the country.**

The employment rate in Stratford-upon-Avon stood at 80.7 per cent in 2004, a figure well above that for the West Midlands as a whole (73.4 per cent), higher than the national average (74.4 per cent) and well above the EU Lisbon Strategy target of 70 per cent. Only Coventry in the comparator group has an employment rate below the national average.

In line with these figures ILO unemployment and claimant count unemployment in Stratford-upon-Avon are very low (less than half the national average in both cases). In the case of ILO unemployment only Coventry scores above the national average and for claimant unemployment only Coventry and Redditch. Breaking unemployment down into youth and long-term unemployment reveals a slightly different picture. Long-term unemployment in Stratford-upon-Avon is below the national average but high within the comparator group while youth unemployment is practically non-existent. There is considerable variation within the group around change in employment rates. Stratford's already very high employment rate has barely changed while Cotswold's has come down significantly and Nuneaton and Bedworth's has increased dramatically.

**Table 7: Labour Market**

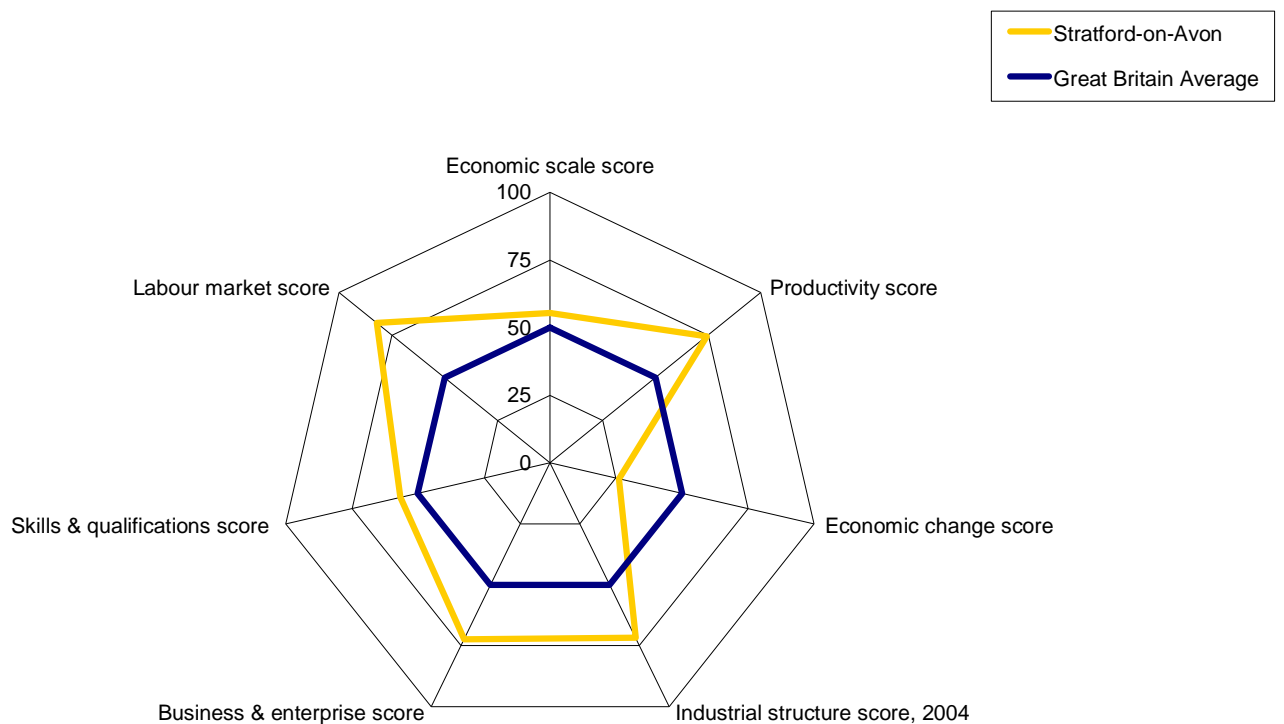
LAD	Employment rate, 2004	Inactivity due to long-term sickness, 2005	ILO Unemployed 2004 (res based)	Claimant count rate, April 2006	Long term unemployment as a proportion of all unemployment, April 2006	Proportion of 18-24 year olds who are unemployed, 2004 (res based)	% change in employment rate 99/00 - 03/04	Labour market score	Labour market score rank (out of 408)
South Northamptonshire	85.90	5.90	1.92	0.90	12.01	0.00	3.33	115.45	2
Cherwell	84.10	4.50	3.03	1.40	11.77	7.80	1.07	113.03	9
West Oxfordshire	83.70	9.20	2.81	0.70	7.41	5.10	4.94	112.49	12
Rugby	81.70	4.90	1.10	1.90	15.05	0.00	2.22	109.80	38
Cotswold	81.20	0.00	3.60	1.00	13.66	6.30	-12.73	109.13	52
<b>Stratford-on-Avon</b>	<b>80.70</b>	<b>4.80</b>	<b>2.14</b>	<b>1.30</b>	<b>12.82</b>	<b>0.00</b>	<b>0.24</b>	<b>108.46</b>	<b>70</b>
Bromsgrove	80.10	4.60	3.96	2.30	12.77	8.80	2.68	107.65	88
Redditch	79.00	9.50	3.81	2.80	10.73	8.90	-6.61	106.17	128
Wychavon	78.90	0.00	1.04	1.60	10.11	0.00	-8.11	106.04	132
Daventry	78.40	3.60	3.39	1.50	7.83	6.80	3.48	105.37	148
Malvern Hills	78.10	3.70	3.45	1.20	7.66	0.00	-6.00	104.96	159
Solihull	77.30	5.90	4.39	2.30	11.44	6.60	2.36	103.89	188
North Warwickshire	77.10	10.90	2.80	1.80	10.06	3.30	-4.11	103.62	192
Nuneaton and Bedworth	74.80	5.60	4.51	2.60	13.06	10.00	8.11	100.53	265
Warwick	74.50	5.20	2.06	1.50	13.32	0.00	-3.16	100.12	275
Coventry	71.20	8.00	5.55	3.70	14.55	9.30	4.06	95.69	334
Coventry & Warwickshire	75.15	6.62	3.61	2.49	13.87	5.51	2.02	99.96	33 (out of 53)
West Midlands	73.46	6.70	5.03	3.50	17.10	7.69	0.14	99.07	7 (out of 11)
<b>Great Britain</b>	<b>74.41</b>	<b>7.30</b>	<b>4.56</b>	<b>2.65</b>	<b>13.78</b>	<b>6.88</b>	<b>0.54</b>	<b>100.00</b>	

Source: *localknowledge*, Local Futures

## 2.7 Summary

A summary of Stratford-upon-Avon's economic development profile is presented in Figure 2. Stratford-upon-Avon has a moderately sized economy with high levels of productivity by national standards. The district has an above average industrial structure score together with good levels of enterprise and a well skilled labour force. However, growth in jobs has been sluggish.

**Figure 2: Economic Development Summary**



Source: *localknowledge*, Local Futures<sup>2</sup>

<sup>2</sup> The chart displays the national ranking of Stratford-upon-Avon, converted to a percentile score (i.e. the top ranking sub-region scores 100% and the bottom ranking 0%)

## 3 Social Profile

### 3.1 Introduction

The Local Futures Audit assesses six aspects of Stratford-upon-Avon's social profile, including:

- Demography and migration;
- Occupational structure;
- Wealth;
- Deprivation and inequality;
- Health;
- Crime.

The results of this analysis are presented below; at the end of the chapter we provide a composite picture of our findings and summarise the discussion.

### 3.2 Demography and Migration

Stratford-upon-Avon's demographic characteristics have a fundamental influence on the district's social and economic development. Table 8 shows the **age profile** of Stratford-upon-Avon.

- **The average age in Stratford-upon-Avon was 41.6 years, ranking the district as the 55<sup>th</sup> “oldest” of 408 in Britain.**

The average age in Stratford-upon-Avon was 41.6 years in 2001, compared to 38.7 years in Great Britain and 38.5 years in the West Midlands. In line with these figures Stratford-upon-Avon has a higher proportion of 45-64 and 65+ age groups and, in turn, a higher than average dependency ratio.

The other factor associated with an older population nationally is a lower birth rate, and Stratford-upon-Avon is no exception. The number of live births per 1,000 of the population is 8.8 per cent in Stratford-upon-Avon, well below the national average and ranking the district in the bottom 10 per cent of authorities nationally. Only Malvern Hills has a lower birth rate in the comparator group.

**Table 8: Age Profile**

LAD	Proportion of population aged 0-14, 2004	Proportion of population aged 15-24, 2004	Proportion of population aged 25-44, 2004	Proportion of population aged 45-64, 2004	Proportion of population aged 65+, 2004	Live births per 000 population, 2005	Dependency ratio, GB=100, 2004	Average age, 2001	Average age, 2001 rank (out of 408)
Malvern Hills	16.91	10.20	23.09	28.59	21.21	8.31	111.59	42.76	26
Cotswold	17.07	10.05	24.94	27.97	19.98	8.94	108.45	41.93	48
<b>Stratford-on-Avon</b>	<b>16.91</b>	<b>10.13</b>	<b>25.67</b>	<b>28.58</b>	<b>18.71</b>	<b>8.78</b>	<b>104.28</b>	<b>41.60</b>	<b>55</b>
Wychavon	17.26	9.84	26.32	28.39	18.21	10.22	103.81	40.85	92
Bromsgrove	17.66	10.38	26.60	27.59	17.77	9.66	103.72	40.69	100
Solihull	18.88	11.74	25.97	26.17	17.23	10.12	105.72	39.59	168
Warwick	15.91	14.00	30.65	23.83	15.62	10.45	92.28	39.40	187
Rugby	18.76	11.32	28.19	25.64	16.09	11.74	102.02	39.29	196
West Oxfordshire	18.89	10.53	27.97	25.90	16.72	11.16	104.22	39.28	197
North Warwickshire	17.58	11.29	27.58	27.90	15.65	10.03	97.26	39.23	202
South Northamptonshire	19.79	10.25	28.49	27.65	13.83	10.50	98.39	38.60	253
Nuneaton and Bedworth	19.02	12.13	27.91	25.58	15.37	12.08	100.66	38.26	286
Daventry	19.76	11.01	28.12	27.45	13.66	11.37	97.84	38.14	296
Cherwell	19.36	11.36	31.09	24.14	14.05	13.54	97.80	37.30	340
Coventry	18.68	16.28	28.61	21.34	15.09	12.73	98.86	37.08	354
Redditch	18.99	12.96	28.81	26.42	12.83	13.28	93.16	36.74	366
Coventry & Warwickshire	17.95	13.53	28.31	24.34	15.88	11.40	98.20	38.65	32 (out of 53)
West Midlands	18.74	13.07	27.54	24.44	16.21	12.37	102.31	38.53	10 (out of 11)
<b>Great Britain</b>	<b>17.93</b>	<b>12.20</b>	<b>27.75</b>	<b>25.30</b>	<b>16.81</b>	<b>12.12</b>	<b>100.00</b>	<b>38.65</b>	

Source: *localknowledge*, Local Futures

The second aspect of Stratford-upon-Avon's demographic profile relates to **migration and population change**. The results are displayed in Table 9.

- **The population of Stratford-upon-Avon increased by 10.7 between 1991-2004, ranking 364<sup>th</sup> out of 408 districts in Great Britain.**

The West Midlands has seen sluggish growth in its population over the last 15 years or so. But the majority of the comparator group buck this trend and record above average population increases. Stratford-upon-Avon's population increased by 10.7 per cent between 1991 and 2004, a figure more than twice the national average and five times the regional figure.

Consistent with this overall picture of population growth, the turnover of population in Stratford-upon-Avon is high, with high proportions of the population moving in and out of the area.

**Table 9: Migration and Population Change**

LAD	Proportion of residents moved into the area from within the UK, 2001	Proportion of residents moved into the area from outside the UK, 2001	Proportion of residents moved out of the area, 2001	Net migration, 2001	Change in resident population 1991-2004	Population change score rank (out of 408)
Daventry	6.36	0.42	5.41	1.36	20.11	10
South Northamptonshire	6.18	0.52	5.47	1.22	18.90	13
Warwick	6.36	1.14	4.86	2.64	15.39	23
Wychavon	4.73	0.37	4.35	0.76	13.73	33
<b>Stratford-on-Avon</b>	<b>5.08</b>	<b>0.61</b>	<b>4.73</b>	<b>0.96</b>	<b>10.68</b>	<b>72</b>
Cotswold	5.42	0.78	5.39	0.81	10.52	76
Bromsgrove	5.27	0.23	4.50	1.00	8.97	103
Cherwell	5.48	0.74	5.19	1.03	7.53	136
West Oxfordshire	5.07	0.73	5.66	0.14	6.63	155
Malvern Hills	4.97	0.57	5.09	0.45	6.35	163
Rugby	4.15	0.53	3.83	0.85	6.11	170
Nuneaton and Bedworth	2.94	0.20	2.99	0.15	2.37	269
North Warwickshire	3.92	0.23	4.59	-0.43	1.58	289
Redditch	3.14	0.27	3.50	-0.09	0.70	308
Coventry	3.77	0.96	4.12	0.61	0.11	320
Solihull	3.67	0.40	4.06	0.01	-0.02	325
Coventry & Warwickshire	4.29	0.72	4.16	0.85	4.89	30 (out of 53)
West Midlands	3.67	0.49	3.81	0.36	1.99	8 (out of 11)
<b>Great Britain</b>	<b>4.03</b>	<b>0.65</b>	<b>4.03</b>	<b>0.65</b>	<b>4.11</b>	

Source: *localknowledge*, Local Futures

The third aspect of Stratford-upon-Avon's demographic profile assessed in the Audit relates to **ethnicity**. Table 10 shows the results.

- **The non-white population in Stratford-upon-Avon is relatively small, and the district ranks 286<sup>th</sup> out of 408 districts in terms of ethnic diversity.**

In 2001, 98.7 per cent of the resident population of Stratford-upon-Avon were classified as white, well above the national figure of 91.9 per cent and the regional figure. However, this indicator is highly skewed across Britain, with large ethnic populations in the large urban areas and few elsewhere. Within Stratford-upon-Avon's ethnic minority population, those classified as "mixed" form the largest individual group, forming 0.5 per cent of the total population, but this figure is less than half the national average. The largest ethnic population in the comparator group is to be found in Coventry, the only member of the comparator group to record a figure over the national average.

**Table 10: Ethnicity**

LAD	Proportion of population classified as White, 2001	Proportion of population classified as Mixed, 2001	Proportion of population classified as Asian or British Asian, 2001	Proportion of population classified as Black or British Black, 2001	Proportion of population classified as Chinese or Other Ethnic group, 2001	Proportion of population classified as non-White, 2001	Proportion of population classified as non-White rank, 2001 (out of 408)
Coventry	83.98	1.72	11.27	1.80	1.24	16.02	35
Warwick	92.92	1.10	4.70	0.47	0.81	7.08	80
Rugby	93.97	1.15	3.46	0.97	0.45	6.02	94
Solihull	94.59	1.29	2.54	0.95	0.63	5.41	105
Redditch	94.84	1.27	2.70	0.85	0.35	5.16	110
Nuneaton and Bedworth	95.08	0.61	3.81	0.28	0.23	4.92	115
Cherwell	96.09	1.10	1.63	0.54	0.64	3.91	131
Bromsgrove	97.85	0.78	0.74	0.34	0.29	2.15	192
Daventry	98.00	0.73	0.67	0.33	0.28	2.00	206
South Northamptonshire	98.37	0.66	0.48	0.25	0.25	1.63	243
West Oxfordshire	98.37	0.65	0.35	0.22	0.41	1.63	244
Malvern Hills	98.57	0.48	0.24	0.14	0.56	1.43	266
North Warwickshire	98.64	0.52	0.49	0.19	0.16	1.36	279
<b>Stratford-on-Avon</b>	<b>98.69</b>	<b>0.49</b>	<b>0.37</b>	<b>0.12</b>	<b>0.33</b>	<b>1.31</b>	<b>286</b>
Cotswold	98.80	0.48	0.24	0.10	0.38	1.20	302
Wychavon	98.82	0.48	0.30	0.15	0.25	1.18	304
Coventry & Warwickshire	91.25	1.13	5.96	0.92	0.73	8.75	13 (out of 53)
West Midlands	88.74	1.39	7.27	1.96	0.57	11.26	2 (out of 11)
<b>Great Britain</b>	<b>91.90</b>	<b>1.18</b>	<b>4.08</b>	<b>2.01</b>	<b>0.83</b>	<b>8.10</b>	

Source: *localknowledge*, Local Futures

The fourth and final aspect of Stratford-upon-Avon's demography to be considered is **household structure** (see Table 11).

- **Average household size in Stratford-upon-Avon is low, with the district ranked 272<sup>nd</sup> out of 408 districts in the country (where 1<sup>st</sup> has the largest household size).**

The average household size in Stratford-upon-Avon in 2001 was 2.36 people, below the national figure of 2.41. This figure is one of the lowest in the comparator group, with only Warwick and Cotswold recording lower figures. The reason for this small household size is that Stratford has one of the highest proportions of households comprising married couples with no children in Britain.

**Table 11: Household Structure**

LAD	Proportion of one person households, 2001	Proportion of households comprising of married couples with no children, 2001	Proportion of households comprising of married couples with dependent children, 2001	Proportion of lone parent households, 2005	Average household size, 2001	Average household size rank, 2001 (out of 408)
South Northamptonshire	23.42	18.06	23.57	4.10	2.50	46
Daventry	23.61	18.41	22.21	2.80	2.50	48
Bromsgrove	24.35	16.03	21.61	7.60	2.50	49
West Oxfordshire	24.88	16.39	21.84	6.90	2.49	56
Redditch	25.78	14.49	20.55	9.80	2.49	58
Cherwell	25.60	15.56	21.09	4.40	2.48	79
Solihull	26.27	14.03	20.73	5.60	2.47	92
Coventry	31.31	10.29	16.50	9.20	2.46	103
North Warwickshire	24.92	15.93	19.93	4.90	2.46	107
Nuneaton and Bedworth	26.64	14.64	20.01	7.00	2.45	127
Wychavon	25.36	17.00	19.96	4.20	2.41	193
Malvern Hills	27.77	16.55	17.55	6.50	2.40	209
Rugby	28.06	15.70	19.26	8.60	2.40	214
<b>Stratford-on-Avon</b>	<b>27.15</b>	<b>17.51</b>	<b>19.24</b>	<b>0.90</b>	<b>2.36</b>	<b>272</b>
Warwick	30.74	13.85	17.98	5.20	2.36	276
Cotswold	28.98	16.27	18.38	4.30	2.33	326
Coventry & Warwickshire	29.11	13.54	18.20	6.67	2.42	21 (out of 53)
West Midlands	28.82	13.25	18.20	7.40	2.45	1 (out of 11)
<b>Great Britain</b>	<b>30.27</b>	<b>12.97</b>	<b>17.48</b>	<b>7.20</b>	<b>2.41</b>	

Source: *localknowledge*, Local Futures

### 3.3 Occupational Profile

The occupational profile of Stratford-upon-Avon is a useful indicator of the district's progress towards developing a diverse, prosperous, knowledge-based economy. Knowledge-driven activities generate increased demand for 'higher end' occupations including managerial, professional and technical workers. In the Local Futures Audit, occupational structure is considered in terms of the proportion of the resident workforce employed in the four main NVQ-linked occupational groups (based on the standardised competences and skills requirements of each occupation). Table 12 shows the results.

- **Stratford-upon-Avon performs around the national average in respect of the proportion of knowledge workers in the workforce, ranking 168<sup>th</sup> out of 408 districts in Great Britain.**

In line with the findings on education and skills Stratford-upon-Avon performs around the national average on the proportion of knowledge workers amongst the employed workforce. However, while Stratford-upon-Avon's score is just above the average nationally, it is well above that for the West Midlands (one of the worst performing regions on this measure) and the sub-region. Within the group Warwick, Cotswold and South Northamptonshire all score highly and feature in the top 100 authorities nationally, while Redditch has one of the lowest levels in Britain. Looking at the four occupational groups Stratford-upon-Avon has an above average level of managerial and professional occupations, again higher than the West Midlands and Coventry & Warwickshire. At the other end of the scale the occupational profile is skewed away from lower skilled occupations and towards skilled technical occupations.

**Table 12: Occupational Profile**

LAD	Manager and professional occupations (level 4), 2004	Skilled technical occupations (level 3), 2004	Lower skilled occupations (level 2), 2004	Elementary occupations (level 1), 2004	Knowledge worker score	Knowledge worker score rank (out of 408)
Warwick	34.50	17.57	37.22	10.70	119.99	66
Cotswold	28.88	22.57	29.85	18.69	115.38	89
South Northamptonshire	34.12	24.31	29.85	11.73	114.56	92
Solihull	32.85	22.49	34.92	9.74	113.28	102
Cherwell	27.87	20.08	40.44	11.61	111.49	110
Bromsgrove	29.27	26.46	32.08	12.18	104.16	143
Malvern Hills	34.08	21.41	36.34	8.17	102.45	158
<b>Stratford-on-Avon</b>	<b>28.25</b>	<b>29.12</b>	<b>31.02</b>	<b>11.61</b>	<b>100.85</b>	<b>168</b>
West Oxfordshire	27.61	29.66	32.28	10.45	98.75	185
Daventry	34.22	19.66	31.55	14.56	95.90	205
Nuneaton and Bedworth	16.17	25.22	40.35	18.26	93.96	223
Wychavon	25.91	26.81	36.78	10.51	92.89	232
Coventry	25.88	22.37	38.45	13.30	87.98	268
North Warwickshire	23.97	21.14	35.33	19.56	78.68	338
Rugby	23.03	25.16	35.18	16.63	75.07	369
Redditch	24.00	30.82	36.94	8.24	64.49	398
Coventry & Warwickshire	25.69	23.25	36.80	14.27	93.71	29 (out of 53)
West Midlands	25.03	24.68	37.70	12.60	89.08	8 (out of 11)
<b>Great Britain</b>	<b>27.42</b>	<b>25.19</b>	<b>35.78</b>	<b>11.61</b>	<b>100.00</b>	

Source: *localknowledge*, Local Futures

### 3.4 Prosperity

The Local Futures Audit considers prosperity in terms of a range of indicators, including total income, house prices, and social data such as the number of cars per household. Table 13 shows the results.

- **Prosperity in Stratford-upon-Avon is very high, with the district ranked 44<sup>th</sup> out of 408 districts on our overall score.**

Nationally, there is a strong correlation between the presence of knowledge workers and levels of prosperity in the local population. However, despite only a moderate score on the knowledge worker indicator, Stratford has the highest income levels in the comparator group (£28,100) and the 44<sup>th</sup> highest in Britain. Stratford's average income is well above the national average and a third higher than the West Midlands average, where Stratford records the highest income in the region. Looking at the rest of the comparator group Cotswold, Daventry and South Northamptonshire have similarly high levels of prosperity. However, from Solihull downwards the comparator group is polarised with Redditch, Coventry and Nuneaton recording very low income levels.

However, changes in income figures for Stratford-upon-Avon are less positive; the rate of growth is around half the national average. Elsewhere in the group, Malvern Hills and West Oxfordshire have seen very high levels of growth in incomes, while Cotswold is one of the few areas in Britain to have seen a decline. Another strong relationship found nationally is that between household incomes and house prices. This relationship explains why average house prices in Stratford are around two thirds higher than the regional average.

**Table 13: Prosperity**

LAD	Average Total income, 2003-04	Average house price, Jan-March 2006	Proportion of all households with 2+ cars, 2001	Average number of rooms per household, 2001	% change in average total income 1999/00 - 2003/04	Prosperity score	Prosperity score rank (out of 408)
<b>Stratford-on-Avon</b>	<b>28,100</b>	<b>240,614</b>	<b>47.11</b>	<b>5.98</b>	<b>6.04</b>	<b>126.85</b>	<b>44</b>
Cotswold	27,600	275,384	43.56	6.06	-8.61	124.59	48
Daventry	27,400	199,355	47.47	6.10	11.84	123.69	51
South Northamptonshire	26,800	212,364	51.43	6.13	4.28	120.98	56
Bromsgrove	25,400	223,068	46.95	5.96	12.39	114.66	69
West Oxfordshire	25,300	246,304	44.49	5.83	20.48	114.21	72
Warwick	24,700	212,130	38.21	5.58	1.23	111.50	78
Wychavon	24,700	214,463	45.61	5.93	3.78	111.50	78
Malvern Hills	24,100	213,926	43.84	6.03	22.34	108.79	92
Cherwell	23,400	216,463	40.43	5.61	9.35	105.63	108
Solihull	23,300	222,035	38.44	5.74	6.88	105.18	111
Rugby	21,000	166,371	36.70	5.60	5.53	94.80	181
North Warwickshire	20,700	162,600	40.37	5.58	6.15	93.44	195
Redditch	18,400	150,501	36.60	5.39	6.36	83.06	303
Coventry	18,200	130,627	22.68	5.08	8.33	82.16	313
Nuneaton and Bedworth	18,100	131,300	31.58	5.32	8.38	81.71	317
Coventry & Warwickshire	21,137	165,859	32.80	5.42	6.02	97.01	25 (out of 53)
West Midlands	19,619	158,343	30.34	5.42	10.47	92.67	7 (out of 11)
<b>Great Britain</b>	<b>22,098</b>	<b>193,799</b>	<b>28.77</b>	<b>5.29</b>	<b>12.44</b>	<b>100.00</b>	

Source: *localknowledge*, Local Futures

### 3.5 Deprivation and Inequality

The Government's standard measure of deprivation and inequality in England is the Index of Multiple Deprivation (IMD). The IMD covers a number of aspects of deprivation including disadvantage in: education; income; employment; health; and housing. In this Audit we consider the IMD as a whole, as well as each of its individual components. Table 14 displays the results.

- **Overall levels of deprivation are low – the district is ranked as the 315<sup>th</sup> most deprived district of 354 in England.**

Deprivation is low across the comparator group and is only high in Coventry, Nuneaton and Redditch.

The IMD is split into multiple domains, from these we can identify the kind of deprivation found in Stratford-upon-Avon. The only deprivation indicator where Stratford scores highly is the barriers to housing and services domain; this is no doubt influenced by Stratford's high house prices.

The Local Futures inequality indicator is designed to highlight any large differences in deprivation within the area, as district-wide data can sometimes mask pockets of deprivation at the small area level. The inequality indicator is measured as the difference between the highest and lowest ranking SOA in each district. On this measure Stratford-upon-Avon has the third lowest level of inequality in the comparator group, and is ranked 331<sup>st</sup> out of 354 districts – indicating very low levels of inequality within the district.

**Table 14: Deprivation and Inequality**

LAD	Index of Multiple Deprivation, Average SOA Score, 2004	Inequality (range of IMD ranks), 2004	Indices of Deprivation, Income Deprivation Domain Average SOA Score, 2004	Indices of Deprivation, Employment Deprivation Domain Average SOA Score, 2004	Indices of Deprivation, Health Deprivation and Disability Domain Average SOA Score, 2004	Indices of Deprivation, Education, Skills and Training Deprivation Domain Average SOA Score, 2004	Indices of Deprivation, Barriers to Housing and Services Deprivation Domain Average SOA Score, 2004	Indices of Deprivation, Crime Domain Average SOA Score, 2004	Indices of Deprivation, The Living Environment Deprivation Domain Average SOA Score, 2004	Inequality score	Deprivation score	Deprivation score rank (out of 354)
Coventry	28.15	30862.00	0.17	0.13	0.54	27.66	18.84	0.47	33.08	123.08	149.13	64
Nuneaton and Bedworth	21.17	30064.00	0.13	0.11	0.33	32.14	12.26	0.01	18.44	119.90	112.15	123
Redditch	19.44	26701.00	0.13	0.09	0.05	28.01	21.81	0.21	8.71	106.49	102.99	146
Solihull	16.44	30935.00	0.11	0.09	-0.33	18.92	18.38	0.12	13.75	123.37	87.09	183
North Warwickshire	16.38	22405.00	0.09	0.09	-0.13	24.50	18.13	-0.01	13.74	89.35	86.78	186
Rugby	13.60	27324.00	0.09	0.07	-0.33	13.97	18.10	0.04	13.98	108.97	72.05	231
Malvern Hills	13.06	23673.00	0.08	0.07	-0.49	10.70	29.55	-0.65	11.91	94.41	69.19	240
Warwick	12.56	27056.00	0.08	0.06	-0.51	10.60	26.77	-0.30	13.31	107.90	66.54	250
Wychavon	11.31	24439.00	0.07	0.06	-0.61	14.05	24.46	-0.82	10.32	97.47	59.92	272
Cherwell	11.15	27410.00	0.07	0.05	-0.79	19.27	22.73	-0.51	12.25	109.31	59.07	274
Daventry	10.21	25772.00	0.06	0.05	-0.77	14.51	23.55	-0.46	8.04	102.78	54.09	290
Bromsgrove	10.14	22949.00	0.06	0.06	-0.56	10.65	16.03	-0.12	9.28	91.52	53.72	292
Cotswold	8.83	20972.00	0.06	0.04	-1.07	8.08	27.38	-0.82	10.33	83.64	46.78	313
<b>Stratford-on-Avon</b>	<b>8.80</b>	<b>18759.00</b>	<b>0.06</b>	<b>0.05</b>	<b>-0.85</b>	<b>7.91</b>	<b>25.22</b>	<b>-0.79</b>	<b>8.57</b>	<b>74.81</b>	<b>46.62</b>	<b>315</b>
South Northamptonshire	6.59	17468.00	0.05	0.04	-1.32	10.21	20.46	-0.89	9.37	69.66	34.91	344
West Oxfordshire	6.31	15290.00	0.05	0.04	-1.23	10.00	20.68	-1.23	7.72	60.98	33.43	347
Coventry & Warwickshire	19.53	32316.00	0.12	0.09	0.01	21.20	19.86	0.02	20.89	103.59	95.54	23 (out of 47)
West Midlands	24.26	32362.00	0.16	0.12	0.22	26.60	19.61	0.11	24.54	100.17	109.12	5 (out of 9)
<b>England</b>	<b>18.88</b>	<b>25074.58</b>	<b>0.12</b>	<b>0.10</b>	<b>-0.16</b>	<b>19.76</b>	<b>21.79</b>	<b>-0.22</b>	<b>18.59</b>	<b>100.00</b>	<b>100.00</b>	

Source: *localknowledge*, Local Futures

### 3.6 Health

Nationally there have been major improvements in public health over the course of the previous century, with big increases in life expectancy. However, this overall picture masks significant geographical variations and health inequality. Poor health has a detrimental impact on quality of life and restricts peoples' ability to participate fully in the labour market. Table 15 presents a set of key indicators showing the state of public health in the Stratford-upon-Avon:

- **Stratford-upon-Avon is one of the healthiest areas in the country, as measured by life expectancy, ranking 86<sup>th</sup> out of 408 districts in Great Britain.**

Average life expectancy in Stratford-upon-Avon was 80.2 years in 2002-04, compared to 78.5 years nationally. This makes the district one of the healthiest places in Britain on this measure, ranking the district 86<sup>th</sup> out of 408 districts nationally. Within the comparator group only Nuneaton, Coventry and North Warwickshire have life expectancies lower than the national average. If we look at some of the main determinants of healthiness – the incidence of obesity, smoking, cancer and circulatory disease mortality – we see that Stratford-upon-Avon performs very well overall. In particular Stratford-upon-Avon has the 17<sup>th</sup> lowest proportion of people who smoke in Britain and, in line with this, cancer mortality rates are also very low. As would be expected of an area with these conditions, the impact on worklessness is not significant, with low rates of incapacity benefit claimants across the district. Life Expectancy is one of two national targets in the Public Service Agreements framework, the other being infant mortality. On this indicator Stratford-upon-Avon performs very well, with a figure of 4.8 per 1,000 live births compared to 5.1 nationally. This rate is lower than both national and regional figures but ranks in the middle of the comparator group.

Table 15: Health

LAD	Infant Mortality Rate, 2004	Average life expectancy (Years) 2002-2004	Standardised Mortality Ratio, 2003	Proportion of residents who smoke, 2001	Proportion of residents who are obese, 2001	Cancer mortality rates per 100,000 population, 2002/04	Circulatory disease mortality rates per 100,000 population, 2002/04	Incapacity benefits claimants per 1000 working age population, November 2004	Health score	Health score rank (out of 408)
Cotswold	2.70	81.11	88.00	17.29	19.38	91.90	67.10	24.32	102.88	17
Wychavon	3.40	80.73	94.00	19.94	23.78	104.40	72.70	40.41	102.39	36
West Oxfordshire	1.80	80.47	94.00	19.26	23.06	112.60	78.10	24.62	102.07	55
Warwick	5.00	80.24	93.00	20.81	20.82	96.00	78.50	46.19	101.77	74
Solihull	2.90	80.21	87.00	21.64	21.86	117.00	85.90	42.70	101.73	77
South Northamptonshire	4.30	80.21	87.00	17.78	22.68	109.90	69.10	29.11	101.73	78
<b>Stratford-on-Avon</b>	<b>4.80</b>	<b>80.17</b>	<b>94.00</b>	<b>17.92</b>	<b>22.41</b>	<b>98.90</b>	<b>71.80</b>	<b>31.05</b>	<b>101.68</b>	<b>86</b>
Cherwell	4.40	79.92	87.00	22.92	22.55	112.70	72.60	30.12	101.37	108
Malvern Hills	0.00	79.60	98.00	18.98	21.97	102.20	79.90	40.96	100.97	145
Daventry	4.80	79.45	92.00	20.30	23.96	119.00	84.20	38.47	100.77	158
Bromsgrove	5.90	79.43	100.00	18.60	22.34	103.50	73.20	32.32	100.74	160
Redditch	9.40	79.08	107.00	25.87	24.12	112.50	88.00	44.04	100.30	192
Rugby	5.10	78.71	106.00	21.83	22.92	121.00	84.80	41.26	99.84	226
North Warwickshire	10.30	78.33	105.00	24.17	25.11	123.70	95.70	54.62	99.35	267
Coventry	6.60	78.02	107.00	27.29	22.26	127.90	107.00	73.73	98.96	292
Nuneaton and Bedworth	5.10	77.98	113.00	27.30	25.17	119.20	110.40	57.65	98.91	293
Coventry & Warwickshire	5.98	78.76	103.48	24.10	22.76	116.26	94.60	56.12	100.09	29 (out of 53)
West Midlands	7.40	78.30	104.00	25.66	23.23	123.00	103.10	65.03	99.82	6 (out of 11)
<b>Great Britain</b>	<b>5.07</b>	<b>78.51</b>	<b>100.00</b>	<b>24.18</b>	<b>20.49</b>	<b>121.60</b>	<b>96.70</b>	<b>65.43</b>	<b>100.00</b>	

Source: *localknowledge*, Local Futures

## Crime

Table 16 considers a set of indicators regarding crime within Stratford-upon-Avon.

- **Overall levels of crime are very low in Stratford-upon-Avon and the district ranks 322<sup>nd</sup> out of 354 districts in England (where 1<sup>st</sup> has the highest levels of crime).**

In 2004/05 there were 21.3 offences per 1,000 of the population in Stratford-upon-Avon, compared to 42.5 in England & Wales as a whole, and 41.9 in the West Midlands. Crime is low across the group; only in Coventry does the number of offences per head reach above the national average. Looking at different types of crime, the figures are below the national average in every category in Stratford-upon-Avon, but the number of violent crimes per 1,000 of the population is particularly low, less than half the national average and ranking Stratford in the bottom 5 per cent nationally.

However, the change in crime figure is not as positive for Stratford, as the number of recorded offences has increased by 28.9 per cent over the 1999-2004 period. However, this increase is in the context of the introduction, in 2002, of the National Crime Recording Standard, which has had the effect of boosting crime figures nationally. The equivalent national increase is 4.7 per cent while the West Midlands has seen a significant decrease. This figure puts Stratford-upon-Avon in the top quartile of all districts nationally for changes in crime. There is large variation in crime trends in the comparator group, however; Redditch and Daventry have seen some of the largest declines in Britain.

**Table 16: Crime**

LAD	Total offences per 1000 population, (2004/05)	Vehicle crimes per 1000 population, (2004/05)	Violent crimes per 1000 population, (2004/05)	Dwelling burglaries per 1000 population 2004/05	% change in total offences per 1000 population, 1999-2004	Crime score	Crime score rank (out of 354)
Coventry	51.44	15.84	27.67	7.93	-14.46	138.34	63
Redditch	45.30	12.18	27.73	5.39	62.85	121.83	94
Nuneaton and Bedworth	42.75	16.66	19.11	6.98	41.52	114.95	110
Solihull	42.15	17.33	18.48	6.34	-11.07	113.36	113
Rugby	36.72	14.67	15.19	6.86	39.61	98.75	158
Bromsgrove	30.90	11.30	14.19	5.41	17.66	83.09	210
North Warwickshire	29.58	14.29	10.51	4.77	-1.40	79.54	220
Warwick	29.32	10.17	14.57	4.58	5.63	78.84	224
Daventry	27.55	11.62	11.30	4.64	25.57	74.09	246
Cherwell	27.34	8.06	16.32	2.96	13.73	73.53	249
Wychavon	21.50	7.02	11.22	3.26	23.05	57.81	319
Cotswold	21.40	7.27	10.65	3.49	21.73	57.56	321
<b>Stratford-on-Avon</b>	<b>21.28</b>	<b>9.52</b>	<b>9.04</b>	<b>2.73</b>	<b>28.88</b>	<b>57.23</b>	<b>322</b>
West Oxfordshire	18.54	6.14	10.05	2.35	28.19	49.85	347
South Northamptonshire	18.33	8.16	6.41	3.76	9.46	49.30	351
Malvern Hills	17.84	5.22	9.61	3.01	33.59	47.99	355
Coventry & Warwickshire	39.16	13.92	19.07	6.17	1.22	97.62	24 (out of 49)
West Midlands	41.98	13.47	22.64	5.87	-9.34	101.00	5 (out of 10)
<b>England &amp; Wales</b>	<b>42.50</b>	<b>13.99</b>	<b>22.43</b>	<b>6.09</b>	<b>4.73</b>	<b>100.00</b>	

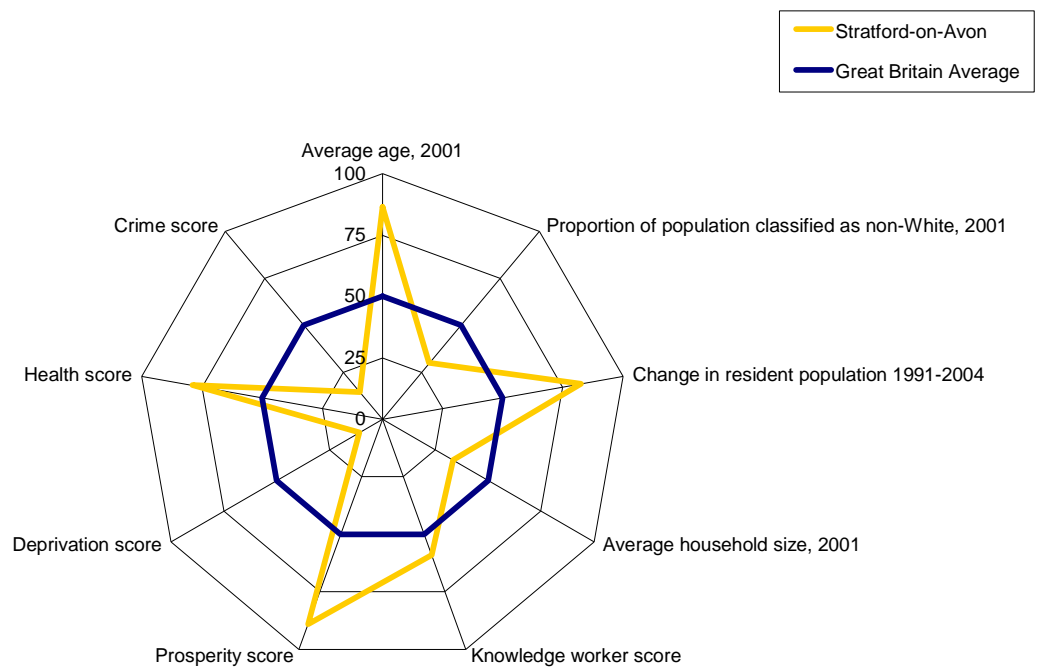
Source: *localknowledge*, Local Futures

### 3.8 Summary

Figure 3 presents a summary spider diagram showing key indicators of the social profile of Stratford-upon-Avon.

Stratford-upon-Avon has a very favourable mix of social conditions. The population is relatively old by national standards, but has grown significantly over the last 14 years or so. Also the district has a small average household size. However, despite only a moderate knowledge worker score, levels of prosperity are very good and deprivation is very low. Health conditions are exceptionally good and levels of crime are low.

**Figure 3: Social Profile Summary**



Source: *localknowledge*, Local Futures<sup>3</sup>

<sup>3</sup> The chart displays the national ranking of the district, converted to a percentile score (i.e. the top ranking sub-region scores 100% and the bottom ranking 0%)

# 4 Environment

## 4.1 Introduction

The third and final section of the Local Futures Audit looks at a number of aspects of the environment and quality of life in Stratford-upon-Avon. In this Audit we consider the environment in terms of:

- Housing;
- Commercial and industrial property;
- Transport and connectivity;
- Access to services and amenities;
- The natural environment.

The results of this analysis are presented below. As previously, we provide a composite picture of the environment in Stratford-upon-Avon at the end of the chapter, together with a short summary of the key points.

## 4.2 Housing Affordability, Tenure and Condition

In the Local Futures Audit, housing is considered in terms of affordability (assessed on the basis of the ratio between average earnings and average house prices), and housing condition information. Table 17 shows the results.

- **Stratford-upon-Avon is one of the least affordable parts of the country to buy a house, ranking 314<sup>th</sup> of 354 districts in England & Wales (where 1<sup>st</sup> is the most affordable).**

The average house price in Stratford-upon-Avon was £240,614 in January-March 2006, more than the national average (£193,799) and higher than the regional average by some margin. Combining the average house price with average earnings yields an affordability index, the higher the score the more affordable. On this score (where GB = 100) Stratford-upon-Avon performs poorly with a score of 89.8 and a national ranking of 314 out of 354 districts. However, it must also be borne in mind that this figure is relative to the GB average and levels of affordability have reduced considerably over the last few years nationwide. In 1999 the ratio of house prices to earnings in Stratford-upon-Avon was already 6.5 to 1, more than the national figure of 4.2 to 1 and not consistent with the mortgage lending rule of thumb of 4 times earnings. Moreover, since 1999 house prices in Stratford-upon-Avon have doubled, with an increase of 100.8 per cent (the equivalent national increase is 124 per cent). Stratford's earnings growth has not kept pace with national growth (18 per cent compared to 24 per cent nationally) and so levels of affordability have inevitably declined. The ratio of house prices to earnings is now 11.7 to 1, an increase of 80.1 per cent.

**Table 17: Housing**

LAD	Average house price January-March 2006	Proportion of total dwelling stock which is unfit, 2004	Proportion of owner occupied households, 2001	Proportion of rented households, 2001	Proportion of households sold April-March 2006	% change in average house price, Jan-March 1999-2006	% change in affordability index, 1999-2006	Affordability score	Affordability score rank (out of 354)
Coventry	130,627	4.80	69.19	30.81	3.95	142.34	8.32	140.09	49
Nuneaton and Bedworth	131,300	5.70	77.10	22.90	4.56	130.50	9.90	135.25	61
Daventry	199,355	1.90	76.31	23.69	5.33	125.62	14.38	123.88	100
Rugby	166,371	2.40	76.54	23.46	5.47	114.17	18.98	128.26	108
North Warwickshire	162,600	2.90	75.42	24.58	3.92	121.50	7.96	119.29	139
Redditch	150,501	2.20	70.88	29.12	4.41	97.73	20.66	116.16	152
Warwick	212,130	1.50	73.24	26.76	4.81	105.53	11.35	107.99	204
Solihull	222,035	1.60	78.57	21.43	4.00	0.00	16.31	102.75	224
South Northamptonshire	212,364	3.00	79.17	20.83	5.12	112.52	3.68	105.81	226
Cherwell	216,463	4.00	74.85	25.15	5.40	120.74	7.83	101.08	235
Bromsgrove	223,068	0.10	83.36	16.64	4.47	105.18	13.97	99.74	247
Malvern Hills	213,926	3.90	75.51	24.49	3.68	122.31	11.32	94.40	295
West Oxfordshire	246,304	1.80	73.21	26.79	4.95	105.91	26.11	91.21	297
Wychavon	214,463	1.50	76.41	23.59	4.15	114.96	-12.29	88.13	313
<b>Stratford-on-Avon</b>	<b>240,614</b>	<b>2.50</b>	<b>76.03</b>	<b>23.97</b>	<b>4.40</b>	<b>100.78</b>	<b>-2.75</b>	<b>89.85</b>	<b>314</b>
Cotswold	275,384	4.80	68.95	31.05	4.24	108.03	-23.86	73.03	363
Coventry & Warwickshire	165,859	3.69	73.24	26.76	4.41	118.91	7.11	115.86	18 (out of 49)
West Midlands	158,343	5.08	69.56	30.44	3.98	125.38	2.54	91.12	6 (out of 10)
<b>Great Britain</b>	<b>193,799</b>	<b>4.08</b>	<b>68.29</b>	<b>31.71</b>	<b>4.41</b>	<b>124.69</b>	<b>0.00</b>	<b>100.00</b>	

Source: *localknowledge*, Local Futures

### 4.3 Commercial and Industrial Property

Table 18 considers land use within Stratford-upon-Avon, showing how the amount of industrial and commercial floorspace has changed over time.

- **Stratford-upon-Avon has seen a large increase in its stock of commercial and industrial floorspace over recent years, ranking 12<sup>th</sup> out of 354 districts in England.**

Commercial property in Stratford-upon-Avon is geared more towards industrial space over office and retail space than the national average, but slightly less so than for the West Midlands as a whole. Looking at the rest of the group seven districts have higher levels of industrial space than Stratford.

Between 1999 and 2005, Stratford-upon-Avon's commercial property grew at one of the fastest rates in Britain. Nationally, there has been little growth in retail space, but this 'net' figure conceals large growth in parts of the country and large reductions in others. The comparator group mirrors this trend with some areas experiencing decline and others growth. Stratford's retail space has grown faster than national, regional and sub-regional averages. Office space, on the other hand, has been growing rapidly by national standards but slightly lower than the West Midlands as a whole. Office space growth rates vary within the comparator group, but the figures are positive throughout with the exception of South Northamptonshire. Finally, industrial space has increased significantly in Stratford-upon-Avon, at a rate 10 times greater than the national average. These individual increases amount to a huge increase in commercial floorspace overall.

**Table 18: Commercial and Industrial Property**

LAD	Retail floorspace as a proportion of all commercial & industrial floorspace, 2005	Office floorspace as a proportion of all commercial & industrial floorspace, 2005	Industrial floorspace as a proportion of all commercial & industrial floorspace, 2005	% change in retail floorspace, 1999-2005	% change in office floorspace, 1999-2005	% change in industrial floorspace, 1999-2005	% change in commercial & industrial floorspace, 1999-2005	Proportion of total area that is derelict land and buildings, 2003	Business Rateable Value 2005	Floorspace change score	Floorspace change score rank (out of 354)
North Warwickshire	3.77	4.97	91.26	2.17	26.53	69.35	62.58	0.25	59,346	1286.56	1
<b>Stratford-on-Avon</b>	<b>14.04</b>	<b>13.21</b>	<b>72.75</b>	<b>6.29</b>	<b>20.69</b>	<b>35.97</b>	<b>28.77</b>	<b>0.03</b>	<b>79,460</b>	<b>591.37</b>	<b>12</b>
Daventry	3.89	3.74	92.37	14.89	6.12	28.30	26.73	0.00	63,834	549.59	14
Rugby	8.78	6.12	85.10	5.56	17.78	21.43	19.63	0.04	75,445	403.49	28
Solihull	18.88	28.49	52.63	14.07	52.57	7.55	18.82	0.00	183,865	386.93	33
South Northamptonshire	8.27	7.68	84.05	14.29	-3.70	21.84	18.77	0.00	33,239	385.92	35
Cherwell	16.14	13.07	70.79	13.28	26.29	9.62	12.14	0.12	117,692	249.48	68
Bromsgrove	17.34	17.66	65.01	-0.92	26.44	10.96	11.05	0.05	37,980	227.20	86
Wychavon	11.07	7.67	81.26	0.66	16.48	10.75	9.94	0.00	59,055	204.44	96
Malvern Hills	21.66	12.90	65.44	4.44	36.59	5.97	8.77	0.00	20,103	180.33	107
Cotswold	18.57	13.20	68.23	-4.93	4.35	13.76	8.51	0.03	37,651	174.90	112
Warwick	17.55	23.89	58.55	4.58	31.34	-5.87	2.90	0.02	114,455	59.63	221
Coventry	14.89	14.19	70.93	4.42	20.12	-1.98	1.60	0.67	221,777	32.92	243
Nuneaton and Bedworth	17.94	7.91	74.15	7.11	29.17	-3.22	0.51	0.00	60,890	10.54	265
Redditch	13.33	9.40	77.26	9.86	13.40	-2.90	0.00	0.38	70,157	0.00	276
West Oxfordshire	15.09	17.01	67.90	-12.59	33.00	-7.33	-3.22	0.00	45,142	-66.15	331
Coventry & Warwickshire	13.29	12.49	74.22	5.10	23.69	11.22	11.76	0.09	611,373	218.92	4 (out of 49)
West Midlands	14.73	11.10	74.17	5.32	21.15	4.63	6.34	0.10	3,455,059	130.42	3 (out of 10)
<b>Great Britain</b>	<b>17.46</b>	<b>16.57</b>	<b>62.55</b>	<b>0.04</b>	<b>17.74</b>	<b>3.26</b>	<b>8.58</b>	<b>0.06</b>	<b>38,096,390</b>	<b>100.00</b>	

Source: *localknowledge*, Local Futures

## 4.4 Transport and Connectivity

The Local Futures Audit assesses an area's accessibility and connectivity using a composite of measures including distance from London, a 'Local Hub' Index (the concentration of transport hubs such as motorway junctions, airports, ports and mainline railway stations), and the 'Contiguity Index' (a score based on an area's proximity to transport hubs in neighbouring districts). Table 19 shows the results for Stratford-upon-Avon.

- **Stratford-upon-Avon scores poorly on our overall accessibility and connectivity index and ranks 286<sup>th</sup> out of 408 districts nationally.**

Stratford-upon-Avon scores poorly on our measure of accessibility and connectivity, with a score of 11.8 on an index where GB scores 100. However, this measure is heavily skewed with cities and large towns performing very well and rural areas poorly. With a low connectivity score we often find a higher proportion of people travelling to work by car, and this is indeed the case in Stratford-upon-Avon. Only 3 per cent of residents use public transport to get to work compared to 15 per cent nationally and 10 per cent in the West Midlands. The district has a Net Commuting score higher than 100, indicating that the area is a net importer of labour. However, the proportion of residents who work elsewhere is above average; 40.1 per cent of Stratford-upon-Avon's resident workforce leave the district each morning to work elsewhere. While 35.8 per cent of jobs are taken by non-residents in Stratford, this is below the national average. Our measure of journeys per sq km is a proxy for general transport stress, on this measure Stratford-upon-Avon records a very low score overall, although this reflects conditions across the whole area covered by the council.

**Table 19: Transport: Accessibility and Mobility**

LAD	Proportion of people who travel to work by car, 2001	Proportion of people who travel to work by public transport, 2001	Proportion of people who travel to work by foot or bicycle, 2001	Net Commuting, 2001, GB=100	Journeys per sq km, 2001	Proportion of jobs taken by non-residents, 2001	Proportion of residents who work elsewhere, 2001	Average travel to work time (in minutes), 2002-2003	Connectivity score, GB=100	Connectivity Score rank (out of 408)
Solihull	68.61	13.70	7.24	115.32	520.61	52.04	52.42	20.00	127.35	80
Coventry	65.03	13.35	13.49	108.47	1433.40	33.80	25.26	18.00	88.38	110
Redditch	72.07	8.83	9.90	103.44	676.61	33.43	39.49	17.00	47.87	159
Nuneaton and Bedworth	73.38	5.86	12.06	68.03	531.19	31.04	48.90	22.00	45.31	163
Rugby	70.19	4.75	13.99	111.44	124.35	37.98	37.43	19.00	41.92	172
Bromsgrove	74.35	5.76	8.11	73.38	152.96	45.93	58.54	20.00	34.82	193
Cherwell	67.41	6.69	14.51	103.64	110.82	30.56	35.53	21.00	23.63	228
North Warwickshire	75.32	4.47	8.60	95.49	103.42	56.13	57.84	17.00	21.70	238
Warwick	68.81	5.30	14.76	118.20	244.16	39.92	33.75	19.00	20.38	242
Daventry	73.11	3.00	10.53	89.06	47.15	38.33	47.69	15.00	12.30	281
<b>Stratford-upon-Avon</b>	<b>70.37</b>	<b>3.05</b>	<b>11.97</b>	<b>101.16</b>	<b>53.93</b>	<b>35.80</b>	<b>40.07</b>	<b>16.00</b>	<b>11.79</b>	<b>286</b>
South Northamptonshire	74.83	3.55	8.48	59.53	44.74	36.90	57.53	15.00	11.60	288
West Oxfordshire	67.30	6.29	13.41	79.25	59.73	24.17	35.91	22.00	9.75	302
Wychavon	72.23	2.84	10.94	88.53	73.11	34.39	43.19	19.00	8.68	312
Malvern Hills	69.63	3.31	10.90	77.82	48.79	32.16	42.86	15.00	6.89	330
Cotswold	65.87	2.69	14.83	89.75	31.53	30.08	34.56	22.00	6.66	334
Coventry & Warwickshire	69.16	7.61	12.92	104.09	182.61	37.01	36.39	18.50	42.24	27 (out of 53)
West Midlands	67.16	10.45	11.77	101.76	178.82	35.58	35.72	18.59	47.04	5 (out of 11)
<b>Great Britain</b>	<b>61.18</b>	<b>14.81</b>	<b>13.03</b>	<b>100.00</b>	<b>155.82</b>	<b>39.37</b>	<b>39.62</b>	<b>20.32</b>	<b>100.00</b>	

Source: *localknowledge*, Local Futures

## 4.5 Local Services

A number of indicators are used to evaluate the quality or attractiveness of local services. We look at school exam results, recycling levels, and Comprehensive Performance Assessment (CPA) scores. A summary is presented in Table 20.

- **The standard of local services in Stratford-upon-Avon is below average – the district ranks 249<sup>th</sup> of 354 districts in England on our overall score.**

Local services are of a below average standard in Stratford-upon-Avon. School performance is exceptional, with 68.6 per cent of pupils achieving at least five GCSE grades A\*-C in 2004/05 (54.5 per cent nationally). The level of household recycling is also very good – 15.7 per cent of waste in 2003/04 compared to 10.6 per cent nationally. Only Wychavon and Cotswold recycle more in the comparator group. There is a mixture of CPA scores in the comparator group, including excellent results in Warwick, however Stratford-upon-Avon scores a 2. On access (in terms of geographical proximity) to key services such as GPs, schools and supermarkets, the district again does poorly, recording one of the lowest figures in the comparator group and one which leaves Stratford in the bottom 10 per cent of authorities nationally.

**Table 20: Local Services**

LAD	Percentage of pupils achieving 5+ GCSEs grades A*-C 2004/05	% household waste recycled, 2003/04	Access to services 2005	CPA 2004	Local services score	Local services score rank (out of 354)
Cotswold	66.80	18.07	62.31	4.00	122.94	43
Warwick	59.80	10.50	98.31	5.00	117.81	59
Wychavon	61.30	17.20	76.79	4.00	117.80	60
West Oxfordshire	61.70	13.69	75.33	4.00	111.47	99
Solihull	64.10	11.21	104.02	4.00	106.65	136
Cherwell	48.60	14.44	85.09	4.00	104.99	145
Malvern Hills	65.00	15.27	71.66	3.00	100.05	180
Daventry	52.30	15.34	68.61	3.00	97.24	201
Rugby	61.80	12.11	83.46	3.00	93.36	228
<b>Stratford-on-Avon</b>	<b>68.60</b>	<b>15.68</b>	<b>71.52</b>	<b>2.00</b>	<b>90.19</b>	<b>249</b>
Redditch	48.40	11.44	94.85	3.00	88.84	258
South Northamptonshire	64.30	8.70	54.55	3.00	86.80	270
Coventry	46.50	10.47	106.16	3.00	84.16	285
North Warwickshire	46.40	10.50	78.71	3.00	83.89	286
Bromsgrove	58.40	10.83	91.46	1.00	63.78	341
Nuneaton and Bedworth	47.00	7.46	103.38	2.00	62.89	342
Coventry & Warwickshire	53.52	10.93	95.09	3.03	87.93	41 (out of 47)
West Midlands	54.28	10.21	102.15	3.05	88.19	9 (out of 9)
<b>Great Britain</b>	<b>54.54</b>	<b>10.55</b>	<b>100.00</b>	<b>3.10</b>	<b>100.00</b>	

Source: *localknowledge*, Local Futures

## 4.6 Local Amenities

In this Audit we consider local amenities through a combination of indicators, including the density of national heritage sites and listed buildings, the availability of cultural amenities (such as cinemas, theatres and libraries) and a café culture, and employment in hotels and restaurants. A summary is presented in Table 21.

- **Stratford-upon-Avon is ranked 145<sup>th</sup> out of 408 districts in Great Britain in respect of the quality of its local amenities.**

In terms of local amenities, Stratford-upon-Avon performs below average with a score of 79.1 on an index with GB as 100, though this indicator is heavily skewed towards large cities and in particular London. As a result Stratford still ranks highly despite the low score.

However, on a range of indicators in this section Stratford-upon-Avon does score above the national average. The number of national heritage sites per 1,000 sq km is higher than national, regional and sub-regional figures. The proportion of employment in hotels and restaurants is also high, indicating the presence of a significant tourism offer. Where the scores are low is in the cultural amenities and the proportions of listed buildings. The areas in the comparator group that do better are Coventry and Solihull, the reason being that these indicators tend to favour larger urban areas.

**Table 21: Local Amenities**

LAD	National Heritage sites per 1000 sq km, 2002	Cultural Amenities per 1000 sq km, 2002, GB=100	Proportion of employment in Hotels and Restaurants, 2002	Listed Buildings per 1000 sq km, 2004	Café culture, July 2004	Local amenities score	Local amenities rank (out of 408)
Coventry	10.10	190.31	4.69	5.91	0.00	86.33	87
Solihull	5.62	78.20	6.30	4.42	2.00	60.41	134
Bromsgrove	4.61	41.84	11.38	0.00	0.00	59.46	139
<b>Stratford-on-Avon</b>	<b>12.27</b>	<b>9.63</b>	<b>11.87</b>	<b>7.17</b>	<b>1.00</b>	<b>58.24</b>	<b>145</b>
Cotswold	19.74	8.01	11.84	8.95	0.00	57.54	150
Nuneaton and Bedworth	0.00	99.52	5.76	2.52	0.00	55.04	163
Warwick	21.20	23.55	7.62	10.92	1.00	51.24	194
Cherwell	30.56	8.00	5.44	8.12	2.00	46.32	222
West Oxfordshire	25.21	10.97	7.83	9.39	0.00	46.08	224
North Warwickshire	0.00	20.53	10.12	4.37	0.00	45.23	236
Rugby	11.40	15.58	8.61	2.81	0.00	43.61	249
Malvern Hills	15.60	9.62	8.41	6.75	0.00	42.97	256
Wychavon	15.06	5.49	7.44	7.91	0.00	37.67	307
Redditch	0.00	46.27	3.10	120.00	1.00	30.99	363
Daventry	7.54	3.77	6.77	4.84	0.00	30.76	368
South Northamptonshire	14.20	3.94	5.66	6.10	0.00	29.95	374
Coventry & Warwickshire	11.09	37.25	7.16	6.32	0.33	39.13	33 (out of 53)
West Midlands	10.93	54.94	5.88	6.89	0.74	48.90	6 (out of 11)
<b>Great Britain</b>	<b>9.96</b>	<b>100.00</b>	<b>7.16</b>	<b>14.22</b>	<b>1.69</b>	<b>100.00</b>	

Source: *localknowledge*, Local Futures

## 4.7 Natural Environment

The final aspect to be considered under the Environment section of the Local Futures Audit is the quality of the natural environment in Stratford-upon-Avon. Clearly, the natural environment is a subjective topic which makes benchmarking problematic, yet the knowledge economy is associated with a more decentralised geography of employment and population change as knowledge workers try to find a good work-life balance. Table 22 shows the results of our audit of the natural environment in Stratford-upon-Avon.

- **Stratford-upon-Avon performs very well on our natural environment score, ranked 75<sup>th</sup> of 354 districts in England.**

The quality of the natural environment in Stratford-upon-Avon is good, and the district ranks 75<sup>th</sup> of 354 districts in England. Once more indicators on the quality of the local environment are heavily skewed across the country with towns, cities and urban areas scoring very badly and areas of outstanding natural beauty, such as the Lake District and Devon and Cornwall scoring well. On the first indicator, Natural Beauty, Stratford-upon-Avon scores 31.4 on an index with GB as 100; this figure is well below the national average but above that for the region – only Malvern Hills, West Oxfordshire and Cotswold do better on this indicator. On tranquillity Stratford performs much better, well above the national average and only Daventry and Cotswold have a higher score in the comparator group. Levels of air quality are slightly worse than the national average in Stratford (the higher the score, the worse the air quality) but better than regional and sub-regional figures.

**Table 22: Natural Environment**

LAD	Natural Beauty (access and contiguity), GB=100	Tranquillity, 2004 (GB = 100)	Average weather, 2002	Air quality 2001	Natural environment score	Natural environment score rank (out of 354)
Cotswold	232.89	1506.29	9.00	0.79	218.10	28
West Oxfordshire	79.04	847.56	10.00	0.81	126.37	63
Malvern Hills	33.39	934.68	9.00	0.82	116.45	74
<b>Stratford-on-Avon</b>	<b>31.67</b>	<b>950.85</b>	<b>9.00</b>	<b>0.90</b>	<b>116.39</b>	<b>75</b>
Daventry	0.00	1000.52	9.00	1.03	115.04	79
South Northamptonshire	0.00	896.84	9.00	1.00	104.25	95
Wychavon	17.25	577.13	9.00	0.96	91.92	124
Cherwell	20.47	422.99	10.00	0.98	79.93	151
North Warwickshire	1.61	463.99	8.00	1.26	68.58	194
Rugby	1.61	372.14	9.00	1.16	66.50	206
Solihull	0.05	87.12	9.00	1.31	60.47	224
Bromsgrove	2.44	215.64	9.00	1.17	55.84	255
Warwick	1.61	195.53	9.00	1.13	54.57	263
Redditch	2.44	70.17	9.00	1.07	51.10	292
Nuneaton and Bedworth	1.61	66.62	8.00	1.33	40.77	338
Coventry	1.61	38.24	9.00	1.38	39.98	345
Coventry & Warwickshire	4.70	147.08	8.67	1.06	65.02	29 (out of 47)
West Midlands	8.01	108.01	8.65	0.91	63.08	8 (out of 9)
<b>Great Britain</b>	<b>100.00</b>	<b>100.00</b>	<b>10.00</b>	<b>0.88</b>	<b>100.00</b>	

Source: *localknowledge*, Local Futures

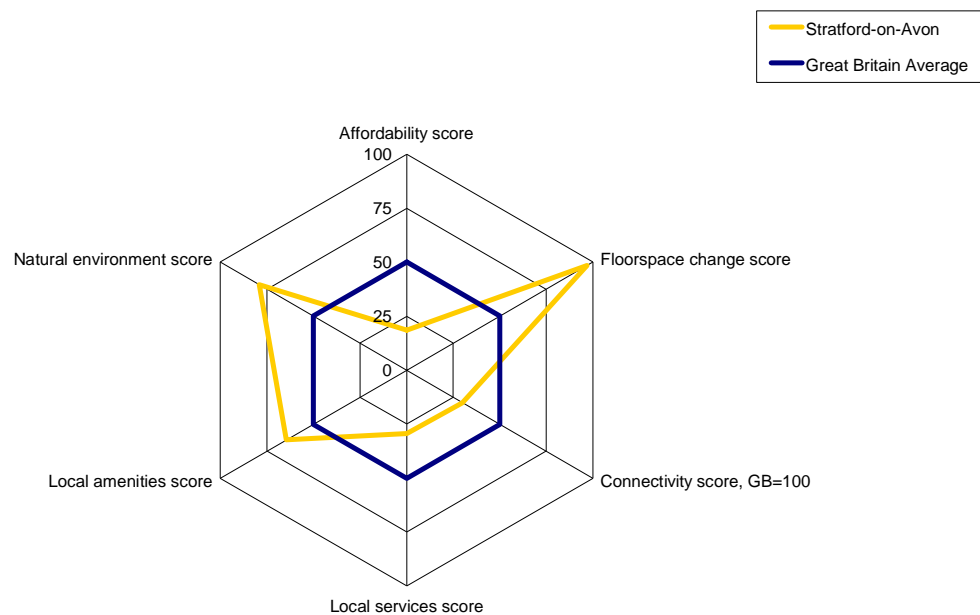
## 4.8 Summary

A summary of Stratford-upon-Avon’s environmental profile is presented as a spider chart in Figure 4.

Stratford-upon-Avon has mixed results in this section of the report. This is due in part to the variety of issues covered and the potential, for example, for conflict between between good transport /connectivity (leading to more journeys and congestion) and the quality of the natural environment (.....leading to poorer air pollution).

Stratford-upon-Avon has low levels of housing affordability owing to high (relative to national figures) house prices combined with moderate earnings – although affordability has also diminished over the last 5 years or so. The district has seen enormous growth in commercial property with growth in industrial space outstripping national figures by some margin. Connectivity is poor and, as a consequence, car use is high. A lower average performance on local services is offset to some extent by good access to local amenities. However, a major strength of the district is the quality of its natural environment.

**Figure 4: Environment Summary**



Source: *localknowledge*, Local Futures<sup>4</sup>

<sup>4</sup> The chart displays the national ranking of the district, converted to a percentile score (i.e. the top ranking sub-region scores 100% and the bottom ranking 0%)

# 5 Conclusions: The Final ‘Scorecard’ and Policy Discussion

## 5.1 Introduction

This Local Futures Audit of Stratford-upon-Avon has captured the ‘State of the District’ at a particular point in time – it is basically a set of snapshots of local economic, social and environmental conditions. It also provides a ‘woods from the trees’ perspective on the state of Stratford-upon-Avon by looking at how the district compares with the West Midlands region as a whole, and also how it performs compared to the rest of Britain. The results of the Audit, therefore, provide a basis for an informed discussion on the challenges and issues facing Stratford-upon-Avon – now and over the coming years.

This final chapter of the report provides a synthesis of the Audit findings in the form of a final ‘scorecard’, which shows how the Stratford-upon-Avon stands within Britain (compared to 408 districts) and in relation to the West Midlands and Coventry & Warwickshire.

## 5.2 The Final ‘Scorecard’

The final ‘scorecard’ – shown in Table 22 – assesses the state of Stratford-upon-Avon in terms of the three main dimensions of sustainable development. The scores represent the quintile where the district falls on each of the measures (‘A’ representing the strongest performance, ranging to ‘E’ representing the weakest).

- **Economic Development** – The district has an average sized economy by national standards scoring a ‘C’ in terms of economic scale. But despite its size, the district has a productive economy with a healthy proportion of jobs in knowledge intensive sectors. The supply of skills to the local economy is average, scoring a ‘C’, but levels of enterprise are good and the district has an enviable labour market position. However, where Stratford does less well is in growth in new jobs, which has been sluggish.
- **Social Profile** – Social conditions in the district are very good; in particular, prosperity is high and deprivation and inequality very low. In line with the skills grade the proportion of knowledge workers also scores a ‘C’. But the district also has very good health conditions and low crime.
- **Environment & Quality of Life** – The nature of the environmental indicators chosen in this section give rise to a mixture of results as rural areas generally do well on their natural environment but poorly on amenities and the opposite is true for urban areas. Housing affordability is poor relative to the national average in Stratford-upon-Avon and connectivity and the quality of services are also below average. On the positive side the

quality of the natural environment is very good and there has been tremendous growth in commercial floorspace.

**Table 22: The Sustainable Development ‘Scorecard’ for Stratford-upon-Avon**

	Sub Region	Region	National
<b>Economy</b>			
Economic scale	C	B	C
Productivity	D	A	B
Economic change	C	D	D
Industrial structure	B	A	B
Business & enterprise	E	B	B
Skills & qualifications	C	B	C
Labour market	B	A	A
<b>Society</b>			
Knowledge workers	B	B	C
Prosperity	A	A	A
Deprivation	A	A	A
Inequality	A	A	A
Health	B	A	B
Crime	A	B	B
<b>Environment</b>			
Housing affordability	E	E	D
Floorspace change	B	A	A
Connectivity	E	D	D
Services	C	C	D
Amenities	B	B	B
Natural environment	A	A	B

### 5.3 Policy Implications

The knowledge economy sits at the heart of the Government’s economic development and competitiveness policy agenda. Through the former ODPM’s sustainable communities programme the knowledge economy is also filtering into social and environmental policy, and acts as the driving force behind a number of local authorities’ Community Strategies. For Stratford-upon-Avon district Council there are a number of key policy themes that need to be considered:

- *Entrepreneurship, business clusters and networks* – strengthening the supporting economic institutional framework (economic partnerships, and service agencies such as the Small Business Service/ Business Link, and Jobcentre Plus);
- *Local innovation* – improving product and process innovation across the business economy, based on collaboration between firms, the public sector, universities, colleges and other key players;
- *An educated, skilled and flexible workforce* – built around the LSC strategic area reviews and workforce development strategies, including improvements in IT skills and reducing education deprivation;

- *Infrastructure* – although not covered by the Audit, Stratford-upon-Avon's knowledge economy will require an advanced electronic infrastructure and a variety of e-services for a more technology-based economy and society.

Importantly, these four 'pillars' of Stratford-upon-Avon's knowledge economy need to be synchronised – that is, policies need to be joined up across all four areas of economic development strategy. In addition, any inter-area disparities within the district also need to be considered so that problem areas do not become economically, socially and environmentally ghettoised. Any future economic benefits need to be distributed fairly.

The future knowledge economy of Stratford-upon-Avon also needs to be **socially inclusive**. Recent years have seen increasing recognition of the link between poor economic performance and wider social problems; indeed the main objectives of the Neighbourhood Renewal Strategy are to maximise local wealth creation whilst ensuring that any benefits are distributed fairly.

The final strategic imperative is to ensure that economic and social development in Stratford-upon-Avon is **sustainable**. The environment and quality of life in Stratford-upon-Avon are generally good, and these assets will be key in attracting and retaining the workers that the district needs in order to develop its knowledge economy.