

Stratford-on-Avon District Social Inclusion Statement

Prepared by the Stratford-on-Avon District Social Inclusion Partnership



Member Foreword

Cllr Maurice Howse
Portfolio Holder for
Enterprise, Housing
& Revenues,
Stratford-on-Avon
District Council

The District Council has always been committed to ensuring that the least privileged and most vulnerable members of our communities are given access to as many opportunities as possible. Historically we have achieved this through financial support of Citizen's Advice services, Voluntary Action Stratford-on-Avon (VASA), community transport, the local domestic abuse refuge and many other valuable services.



The development of this Social Inclusion Statement by the District Council and local partners paves the way for this good work to continue. Targeting our interventions in the way we have, ensures that spending in this area achieves real improvements in resident's lives.

This Statement and the research that supports it, is available to partner organisations to draw upon when making funding bids. It is anticipated that this will help us attract additional funding into the district to support the District Council and partners to deliver help to local households who are struggling with the impact of the recent recession.

Furthermore, by measuring the impact over a three year period we hope to be able to demonstrate the success of the work and tailor future initiatives, to ensure maximum impact.

Social exclusion, what is it..?

There is no specific definition of social exclusion, however, socially excluded households are likely to be characterised by their circumstances. These include limited access to employment, education and training opportunities, poor housing or limited health services, minimal or high interest financial products and services, an un-safe neighbourhood and lower incomes. They are also likely to have lower expectations than the norm.

Socially excluded groups could be described as the least privileged and can face challenges as a result of ill health, low incomes, being in a minority or marginalised group, lower levels of educational attainment or perhaps worklessness and will typically be living in poverty.

Introduction

The District Council has previously undertaken research into social exclusion and we want to build on this as we recognise the difficulties that many households are currently facing.

In order to achieve the greatest impact, this is a partnership document that is informed by research commissioned by a District Council led group and prepared by the Warwickshire Observatory. Partners include:

- Orbit Heart of England
- Stratford Citizens Advice
- Stratford Town Trust
- Voluntary Action Stratford-on-Avon District
- Warwickshire County Council
- Warwickshire Race Equality Partnership
- Warwickshire Rural Community Council

The findings of this research have been considered by the partners and this informed the priorities noted later in this Statement.



Work underway

Previously thematic priorities for the District Council have focussed on the needs of younger people, those in fuel poverty, rural transport and the needs of older members of the community. We have had notable successes across all of these themes but in the future we, in partnership with key local organisations, have decided to intervene in a more focussed manner.

Partnership and Preparation



Group working through The Stratford Link Project

The partnership that prepared this Statement consists of several organisations operating within and beyond Stratford-on-Avon district and each brings with them different expertise. These include knowledge of the most socially and financially excluded, an understanding of the local voluntary sector, financial resources, human resources, expertise on the rural dimension and the challenges faced by migrants to the district and other minority communities.

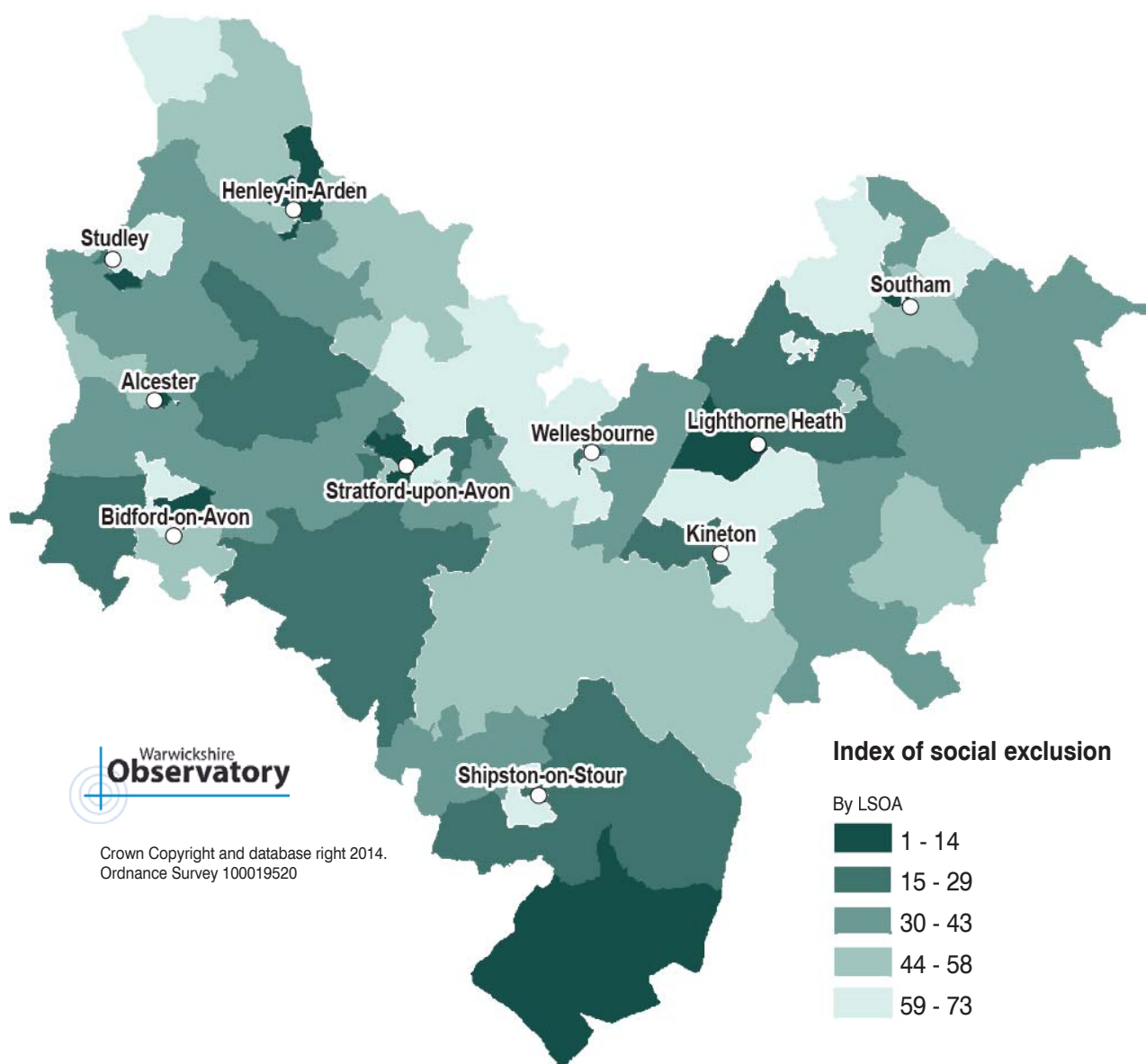
The Partnership played a key role in the development of this Statement by working up and commissioning the research undertaken by Warwickshire Observatory and by interpreting this and agreeing the priority areas and interventions that will change lives.

As we achieve positive impacts through the work detailed below, the Partnership will continue to meet to ensure ongoing focus on the most acute local issues.

Measuring Social Exclusion in Stratford-on-Avon District

The research commissioned on behalf of the partnership and completed by the Warwickshire Observatory examined a range of data sets held by the District and County Councils, census data, benefits data and anonymised information from partners. This data was reviewed by researchers and collated to form the research report contained in appendix A. The research looked at many measures of social exclusion under seven themes:

- Isolation
- Cohesion
- Health and Wellbeing
- Education, Employment and Training
- Income and Debt
- Housing Need
- Housing Condition



The district is split into parishes and wards, and Lower Super Output Areas (LSOA). A LSOA is a geographic area of around 1500 properties or approximately 650 households. Each of the 73 different LSOA in the district was analysed with a ranking being awarded. A ranking of one signifying the most disadvantaged and 73 the least. This was completed for all LSOA's and each of the seven themes.

Key messages

Several key messages are very clearly demonstrated through the research that was undertaken. They include:

- There is strong urban/rural split with evidence through the research to suggest that parts of Stratford-upon-Avon and the market towns have some significant challenges in terms of excluded communities.
- There is significant evidence that the most socially excluded communities are geographically located in the former Council housing estates, now owned/managed by Orbit Housing Association.
- There is evidence that some areas with good access to facilities and services may contain households most in danger of becoming isolated.
- Certain geographically isolated communities have significant issues around fuel poverty.
- Geography and LSOA measures can distort the picture. For example, when Lighthorne Heath is removed from Lighthorne village and measured alone, a far more acute picture of social exclusion emerges.
- Certain LSOA's have very high levels of unpaid carers, in particular Studley South and Common.
- Both education, employment and training plus health and wellbeing appear to show very strong correlation with income and debt.
- Housing condition as measured shows that those living in areas of Housing Association accommodation are often living in better standard accommodation, than other tenures.
- Significant levels of housing need can also be found in geographies where there is a higher concentration of housing association properties.

*'We cannot either buy food
or pay other bills
and heat the house.
We often don't heat the house,
just 4 year old son's room'*

*'I was truly floundering
and really receiving no help
or support from any organisation.
I truly felt very alone and
very inadequate in dealing
with the changes'*

*'I don't like to bother
my family;
they are so busy and have
their own lives to lead'
Older person on
loneliness and isolation*

*'Cancellation of evening bus
service which means I can no
longer go out at night
if I do, need to find
money for taxis'*

Quotes taken from Citizens Advice Bureau (CAB) survey on fuel poverty 2013, CAB Reach Out and Help (ROAH) initiative 2013, Carers Information Support Programme (CISP) and (CAB)survey on older people and financial wellbeing 2011.

More detail is provided in table 1 below. The table shows the fourteen least privileged LSOA's in Stratford-on-Avon District. More detail is included in appendix A.

TABLE 1 - FOURTEEN LEAST PRIVILEGED LSOA'S IN STRATFORD-ON-AVON DISTRICT		
Overall rank of social exclusion	LSOA	Ward
1	Maybird	Stratford Avenue and New Town
2	Stratford Mount Pleasant East	Mount Pleasant
3	Alcester North and Conway	Alcester
4	Henley East and Beaudesert	Henley
5	Studley South	Studley
6	Town Centre North	Stratford Avenue and New Town
7	Alcester East and Island	Alcester
8	Stratford Old Town	Stratford Guild and Hathaway
9	Southam West	Southam
10	Old Town and Town Centre South	Stratford Guild and Hathaway
11	Bishopston	Stratford Mount Pleasant
12	Long Compton	Long Compton
13	Lighthorne and Lighthorne Heath	Kineton
14	Bidford East, Waterloo and Broom	Bidford and Salford

Source: Warwickshire Observatory

The full data with all of the rankings within each theme, as well as the overall index can be found in the appendices.

Detail of individual thematic measures within each of the above fourteen LSOA's are displayed in table 2 below. The lower the number the higher the relative disadvantage. More detail is included in appendix A.

TABLE 2 - SEVEN THEMES OF THE INDEX AND RANKINGS (from 1 to 73*)								
Index ranking		Isolation	Cohesion	Health & Wellbeing	EET	Housing Condition	Housing Need	Income & Debt
1	Maybird	28	2	7	1	38	1	1
2	Stratford Mount Pleasant East	14	3	2	7	50	2	3
3	Alcester North and Conway	36	20	4	3	47	3	5
4	Henley East and Beaudesert	20	46	1	5	59	5	9
5	Studley South	47	31	3	8	26	19	2
6	Town Centre North	12	1	49	53	1	7	10
7	Alcester East and Island	23	23	5	10	56	13	4
8	Stratford Old Town	2	9	18	32	8	21	27
9	Southam West	31	58	12	6	63	16	6
10	Old Town and Town Centre South	7	4	16	66	25	4	17
11	Bishopston	69	10	27	2	69	11	22
12	Long Compton	1	55	39	34	4	24	45
13	Lighthorne and Lighthorne Heath	33	19	30	4	30	27	15
14	Bidford East, Waterloo and Broom	66	32	10	9	39	14	12

** Where 1 is poor ie most excluded on each theme and 73 is good (least excluded)*

Source: Warwickshire Observatory

Consultation

As mentioned previously this Statement has been developed by a partnership of local organisations. The partnership recognises that local knowledge will be an important component in delivering the interventions and priorities, a number of local individuals, including Ward, Town/Parish and County Councillors and community based organisations have also been consulted.

Intervention Priorities (Thematic and Geographic)

Priorities were reached following a review of the research undertaken by the Warwickshire Observatory and an analysis of steering group experience.



Priority 1

Education, employment and training work in two areas of the District

Intervention 1. Stratford-upon-Avon - Maybird & Bishopston

Intervention 2. Lighthorne Heath



Priority 2

Income and debt work in two areas of the District

Intervention 1. Alcester and Henley

Intervention 2. Southam and Lighthorne Heath



Priority 3

Social isolation work within Stratford-upon-Avon town

Intervention 1. Isolation and wellbeing work amongst older members of the community in areas of Stratford-upon-Avon



Priority 4

Monitoring, impact measurement and creating greater understanding

Intervention 1. Develop a core group of partners to monitor the progress of social inclusion work and monitor the impact.

Intervention 2. Research into the impacts of rural isolation and options for targeted work to reduce this.



Priority 5

Boosting the alternatives to high cost credit

Intervention 1. Cross Cutting Priority - Support to credit unions to re-establish accessible financial services into District.



Priority 6

Current initiatives

Intervention 1. Working alongside older people and associated organisations/ community groups across the District, to identify need and provide information, support and services.

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Appendices A and B

Measuring Social Exclusion in Stratford-on-Avon District.

Available at : www.stratford.gov.uk/community/social-groups.cfm

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