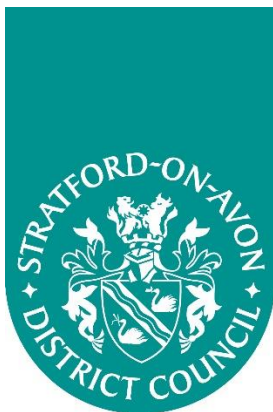


# GROWING OPPORTUNITY IN STRATFORD-ON-AVON DISTRICT

2023-25

A Social Inclusion and Levelling Up Plan

## EVIDENCE BASE



Produced by:

Performance, Consultation and Insight Unit

Stratford-on-Avon District Council

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# CONTEXTUAL

## Demographics

### Country of birth - those born outside the UK

Number of residents in the district who were born overseas by the amount of time spent living in the UK.

	<b>10 years or over</b>	<b>Between 5-10 years</b>	<b>Between 2-5 years</b>	<b>Under 2 years</b>
Europe (incl Ireland)	627	1,415	910	458
Africa	950	151	138	139
Middle East & Asia	1,449	241	238	167
Americas & Caribbean	638	143	143	101
Oceania/Antarctica	282	71	58	28
<b>TOTAL</b>	<b>3,946</b>	<b>2,021</b>	<b>1,487</b>	<b>893</b>

Source: ONS Census 2021

Total number of residents born outside the UK by Ward

Ward	Count
Stratford Orchard Hill	428
Stratford Guildhall & Bridgetown	422
Gaydon, Kineton & Upper Lighthorne	419
Stratford Welcombe	415
Stratford Avenue	414
Bishop's Itchington, Fenny Compton & Napton	355
Stratford Shottery	285
Stratford Clopton	271
Stratford Hathaway	242
Quinton	219
Southam West	212
Stratford Bishopston	206
Tanworth-in-Arden	197
Brailes & Compton	194
Wellesbourne North & Rural	192
Wootton Wawen	189
Southam South	186
Tredington	182
Henley-in-Arden	178
Wellesbourne East & Rural	178
Bidford West	172
Wellesbourne South	167
Alcester East	166
Harbury	166
Long Marston	159
Tysoe	158
Southam North & Long Itchington	156
Alcester West	152
Kinwarton	146
Salford Priors & Alcester Rural	143
Studley South	143
Bidford East	138
Shipston North	138
Welford-on-Avon	138
Claverdon & Snitterfield	135
Shipston South	133
Studley North	133
Southam East, Central & Stockton	129
Stratford Tiddington	128
<b>Grand Total</b>	<b>8,184</b>

Source: ONS Census 2021

Country of Origin – countries with over 100 residents

Country	Count
England	118,971
Wales	1,979
Scotland	1,899
Poland	1,560
Romania	903
Other EU countries (which joined 2001-2011)	801
Ireland	743
South Africa	684
India	597
Germany	576
Northern Ireland	503
United States	425
'Other Europe' (non-EU)	412
EU countries which joined before 2001 (excl. France, Italy, Spain, Portugal, Germany or Ireland)	404
Australia	295
Italy	273
France	238
South America (all countries)	234
Canada	195
Spain	193
Middle East (excl. Iran & Iraq)	193
South East Asia (excl. Philippines, Malaysia & Singapore)	186
Zimbabwe	185
'Other' South & East Africa (excl. S. Africa, Zimbabwe, Somalia & Kenya)	175
China	169
Hong Kong	168
'Other' Eastern Asia (excl. China & Hong Kong)	143
Philippines	143
Portugal	142
New Zealand	131
Kenya	107
North Africa	104
Pakistan	101

Source: ONS Census 2021

## Proficiency in speaking English.

Number of residents who cannot speak English well or at all by Ward.

Ward	Count
Stratford Welcombe	85
Stratford Avenue	68
Stratford Hathaway	60
Stratford Clopton	55
Stratford Bischopton	45
Stratford Orchard Hill	43
Stratford Guildhall & Bridgetown	30
Gaydon, Kineton & Upper Lighthorne	22
Stratford Shottery	18
Bidford West	15
Bidford East	12
Tanworth-in-Arden	12
Wellesbourne South	12
Wellesbourne East & Rural	11
Quinton	11
Studley South	9
Long Marston	9
Alcester West	9
Salford Priors & Alcester Rural	9
Harbury	8
Shipston North	8
Bishop's Itchington, Fenny Compton & Napton	7
Henley-in-Arden	7
Alcester East	7
Southam North & Long Itchington	6
Stratford Tiddington	6
Wellesbourne North & Rural	6
Studley North	6
Southam South	6
Shipston South	5
Claverdon & Snitterfield	4
Welford-on-Avon	4
Kinwarton	4
Tysoe	4
Tredington	3
Southam East, Central & Stockton	3
Southam West	3
Wootton Wawen	2
Brailes & Compton	2
<b>Grand Total</b>	<b>636</b>

Source: ONS Census 2021

## Age of resident population

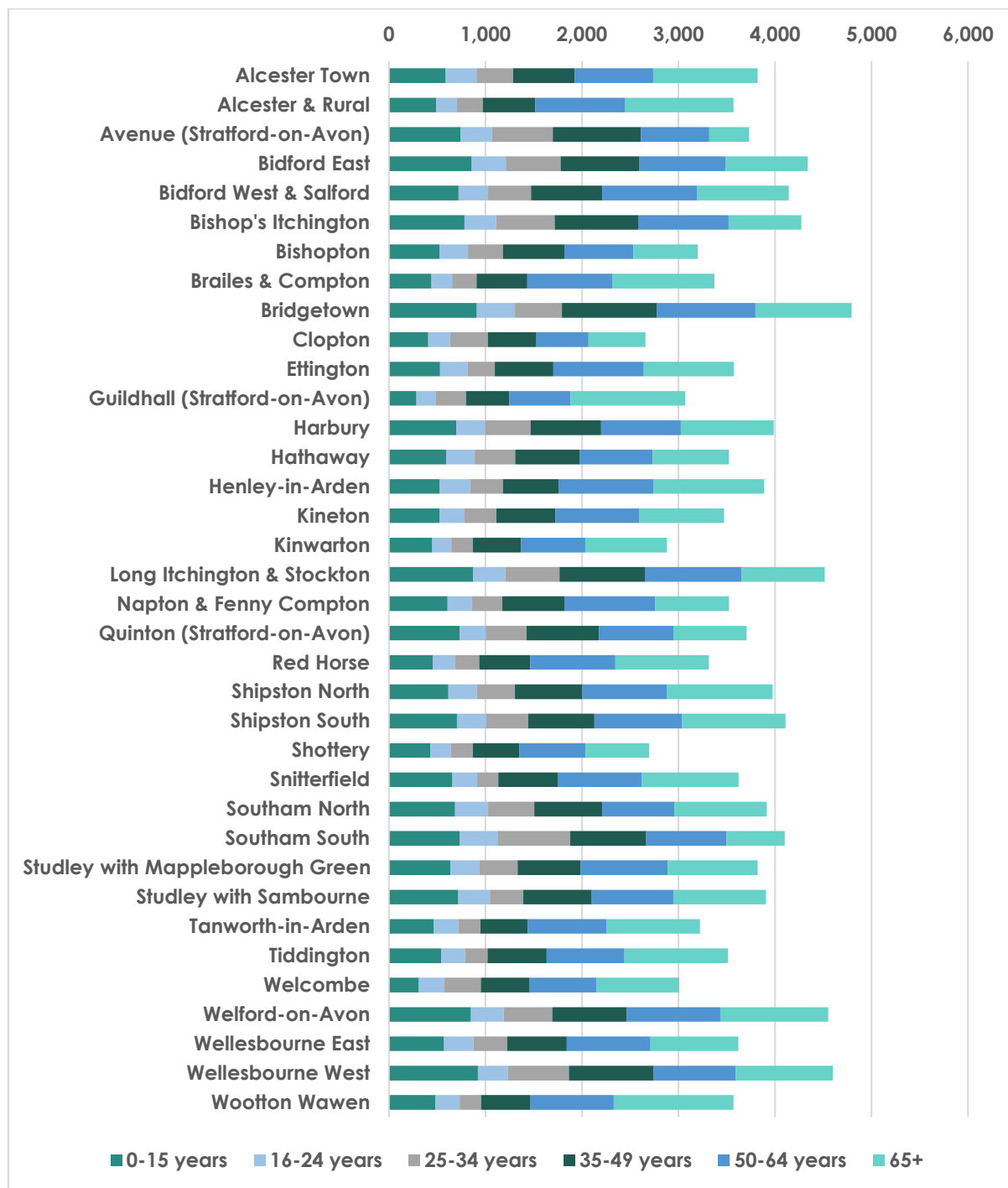
(using old ward boundaries – new ones not available currently)

(highlighted those with more than 30% aged 66 years or older)

Ward	% total ward population					
	0-15y	16-65y	66y+	66-74y	75-84y	85+y
Alcester Rural	14%	56%	31%	14%	12%	5%
Alcester Town	15%	57%	28%	13%	10%	5%
Avenue	20%	69%	11%	6%	4%	1%
Bidford East	20%	62%	19%	10%	7%	2%
Bidford West & Salford	17%	60%	22%	12%	8%	3%
Bishop's Itchington	18%	65%	17%	9%	6%	1%
Bishopston	16%	63%	21%	10%	8%	2%
Brailes & Compton	13%	57%	30%	16%	12%	3%
Bridgetown	19%	61%	20%	9%	7%	4%
Clopton	15%	64%	21%	11%	8%	2%
Ettington	15%	61%	24%	13%	9%	3%
Guildhall	9%	52%	39%	15%	14%	10%
Harbury	17%	60%	23%	11%	9%	2%
Hathaway	17%	62%	21%	11%	7%	3%
Henley-in-Arden	13%	57%	29%	13%	11%	5%
Kineton	15%	60%	25%	12%	10%	3%
Kinwarton	16%	56%	28%	14%	11%	3%
Long Itchington & Stockton	19%	63%	18%	9%	7%	2%
Napton & Fenny Compton	17%	62%	21%	11%	7%	2%
Quinton	20%	60%	20%	11%	6%	3%
Red Horse	14%	59%	28%	15%	9%	4%
Shipston North	15%	58%	27%	13%	10%	4%
Shipston South	17%	57%	26%	12%	10%	4%
Shottery	16%	61%	23%	12%	9%	3%
Snitterfield	18%	56%	26%	13%	9%	3%
Southam North	18%	59%	23%	10%	9%	4%
Southam South	18%	67%	16%	7%	6%	3%
Studley with Mappleborough Green	16%	59%	25%	12%	9%	3%
Studley with Sambourne	18%	58%	24%	11%	9%	4%
Tanworth-in-Arden	14%	57%	28%	13%	12%	3%
Tiddington	15%	55%	30%	13%	11%	6%
Welcombe	10%	62%	28%	12%	10%	5%
Welford-on-Avon	18%	57%	24%	11%	10%	3%
Wellesbourne East	15%	61%	24%	12%	9%	3%
Wellesbourne West	20%	59%	21%	10%	8%	3%
Wootton Wawen	13%	54%	33%	16%	13%	4%

Source: ONS Census 2021

## Number of residents per ward by age group



Source: ONS Census 2021



# LIVING STANDARDS

## Economic Activity

### By age group

Age	Total	Economically active (excl full-time students): In employment	Economically active (excl full-time students): Unemployed	Economically active and a full-time student: In employment	Economically active and a full-time student: Unemployed	Economically inactive (excl full-time students)	Economically inactive and a full-time student
<b>Total</b>	<b>112,646</b>	<b>65,040</b>	<b>1,985</b>	<b>1,199</b>	<b>292</b>	<b>40,509</b>	<b>3,621</b>
Aged 16 to 24 years	10,377	4,781	425	991	277	649	3,254
Aged 25 to 34 years	14,167	12,235	374	102	9	1,279	168
Aged 35 to 49 years	23,889	20,830	445	62	5	2,456	91
Aged 50 to 64 years	30,297	22,608	661	39	1	6,918	70
Aged 65 years and over	33,916	4,586	80	5	0	29,207	38

Source: ONS Census 2021

## Ethnicity & Unemployment/Inactivity

Number and proportion of residents in the District who are unemployed or economically inactive, by ethnic group.

<b>Ethnic Group</b>	<b>Number Unemployed</b>	<b>% unemployed</b>	<b>Number inactive</b>	<b>% inactive</b>
White: English, Welsh, Scottish, Northern Irish or British	1,698	1%	38,363	32%
White: Other White	144	2%	751	13%
White: Irish	24	2%	460	39%
Asian, Asian British or Asian Welsh: Indian	20	2%	155	13%
Mixed or Multiple ethnic groups: White and Asian	15	2%	64	7%
Mixed or Multiple ethnic groups: White and Black Caribbean	12	2%	53	9%
Other ethnic group: Any other ethnic group	10	2%	107	18%
Asian, Asian British or Asian Welsh: Other Asian	9	1%	138	22%
White: Roma	7	7%	15	16%
Asian, Asian British or Asian Welsh: Chinese	7	2%	103	24%
Black, Black British, Black Welsh, Caribbean or African: Caribbean	6	3%	46	26%
Asian, Asian British or Asian Welsh: Pakistani	6	2%	41	17%
Mixed or Multiple ethnic groups: Other Mixed or Multiple ethnic groups	6	1%	55	10%
Black, Black British, Black Welsh, Caribbean or African: African	5	2%	33	14%
White: Gypsy or Irish Traveller	4	3%	65	45%
Other ethnic group: Arab	2	2%	31	24%
Mixed or Multiple ethnic groups: White and Black African	2	1%	10	4%
Black, Black British, Black Welsh, Caribbean or African: Other Black	1	2%	9	15%
Asian, Asian British or Asian Welsh: Bangladeshi	0	0%	10	26%

Source: ONS Census 2021

## Residents' Earnings

### Full time vs part time

	<b>Overall</b>	<b>Full time workers</b>	<b>Part time workers</b>
Median weekly wage	£610.20	£732.80	£247.60
Mean weekly wage	£686.80	£817.50	£300.60
Top 20% earners	£963.90+	£1,054.70+	n/a
Bottom 20% earners	£345.90 or less	£479.10 or less	£132.40
Bottom 10% earners	£180.70 or less	£418.70 or less	n/a

Source: Annual Survey of Hours and Earnings, 2022 via Nomis

### Male vs female earnings

	<b>Overall</b>	<b>Male workers</b>	<b>Female workers</b>
Median weekly wage	£610.20	£737.70	£425.80
Mean weekly wage	£686.80	£818.50	£542.60
Top 25% earners	£968.20+	£992.40+	£721.60+
Bottom 20% earners	£345.90 or less	£480.60 or less	£233.90 or less
Bottom 10% earners	£180.70 or less	£388.80 or less	£157.20 or less

Source: Annual Survey of Hours and Earnings, 2022 via Nomis

## Claimant Counts (Universal Credit + Job Seekers Allowance)

As of September 2023

Age	Total	Male	Female
<b>Total</b>	<b>1,490</b>	<b>795</b>	<b>695</b>
Aged 18 to 24 years	210	125	85
Aged 25 to 49 years	880	450	430
Aged 50+ years	395	215	180

Source: Nomis

9 LSOAs with highest number of claimants

LSOA (Old boundaries)	Total Number of Claimants	18-24y	25-49y	50+y
Maybird	<b>60</b>	10	40	10
Quinton	<b>55</b>	10	40	5
Town Centre North	<b>45</b>	5	25	15
The Avenue	<b>45</b>	5	30	10
Southam East	<b>40</b>	5	20	10
Bidford East, Waterloo & Broom	<b>35</b>	5	25	10
Wellesbourne East, Walton & Airfield	<b>35</b>	5	20	5
Deppers Bridge, Chester & Kings	<b>35</b>	5	20	5
Bordon	<b>35</b>	5	25	5

Source: Nomis

## Fuel Poverty 2021

LSOA (New boundaries)	No. of households in fuel poverty	% households in fuel poverty
Dunnington & Salford Priors	197	26.1
Brailes	255	25.2
Ladbroke & Priors	135	24.2
Long Compton	226	21.9
Tredington & Blackwell	128	21.6
Aston Cantlow	184	21.5
Tanworth	169	21.4
Claverdon	205	21.4
Long Marston, Atherstone & Preston on Stour	130	20.8
Newbold-on-Stour, Ilmington East & Whitchurch	120	20.4
Deppers Bridge, Chester & Kings	181	20.3
Vale of the Red Horse	219	20.3
Stratford Town Centre North	245	20.1
Moreton Morrell, Ashorne & Newbold Pacey	109	20
Stratford Old Town & Town Centre South	195	20
Welford	214	19.9
Napton on the Hill	118	19.8
Snitterfield & Wolverton	108	19.7
Fenny Compton, Farnborough & Avon Dassett	112	19.4
Ettington	208	19.2
Wootton Wawen	139	19.1
Studley South	124	18.5
Kineton, Chadshunt & Compton Verney	146	18.3
Shipston West & Town Centre	138	18.1
Burton Dassett	188	18
Henley East & Beaudesert	139	17.8
Long Itchington West & Ufton	96	17.8
Hampton Lucy & Fulbrook	89	17.7
Alcester South, Arrow & Weethley	148	17.6
Long Itchington East	129	17.1
Kineton Castle, Lt. Kineton & Combrook	122	17.1
Lighthorne & Lighthorne Heath	111	17
Stratford Mount Pleasant East	103	16.6
Wellesbourne North	108	16.5
Earlswood	136	16.4
Bardon	179	16.4
Shipston North	150	16.2
Studley North	97	15.8
Sambourne	129	15.7
Stockton	101	15.7
Harbury	111	15.2

Henley West	123	14.7
Stratford Old Town	140	14.6
Alcester East & Island	103	14.3
Southam North	88	14
Alcester North & Conway	89	14
Bidford East, Waterloo & Broom	144	14
Southam West	124	13.8
Wellesbourne East	96	13.7
Studley East & Priory	107	13.6
Shotton North & Racecourse	104	13.6
Alcester - Abbey, Grammar & Kings Coughton	90	13.4
Studley West & Common	83	13.1
The Quintons	86	13.1
Tiddington & Alveston	134	13
Bidford West & Wixford	116	12.9
Stratford - Maybird	148	12.7
Stratford - Royals, Grains & Oakleigh	83	12.4
Bishops Itchington	90	12.1
Southam South & Town Centre	134	11.9
Bidford South, Marlcliff & Barton	133	11.9
Kinwarton	127	11.7
Stratford Mount Pleasant West	76	11.7
Bridgetown Northeast & Golf Course	71	11.6
Clopton & Welcombe Hills	85	11.5
Wellesbourne West	61	11.4
Stratford - Bishopton	69	10.4
Bridgetown	81	10.2
Shotton South & Racecourse	99	10.1
Meon Vale	67	9.7
Shipston South & Furze Hill	86	8
Southam East	80	7.9
Wellesbourne - Mountford Airfield	48	7.3
Alveston Hill & Rural	51	7
Bridgetown Southeast	35	6.2
Wellesbourne South	30	5.8
Stratford - Bishopton	42	5.5

Source: DeptBEIS via LGInform+

# HEALTH AND WELLBEING

## Health Index (ONS)

The metric is created by synthesising a large number (50+) of health measures which cover a broad range of health-related outcomes, behaviours, persona; circumstances and health-drivers. It covers 3 broad areas:

**Healthy People:** covering outcomes such as life expectancy, dementia, cancer, disability.

**Healthy Lives:** covering health-related behaviours such as smoking rates, obesity, drug use.

**Healthy Places:** covering wider socio-economic drivers of health such as crime, unemployment, poverty, pollution.

Each measure used to calculate the Index metric, as well as the overall Health Index metric itself, is indexed so that the English average = 100, with scores higher than 100 meaning health is better than the English average, and scores lower than 100 meaning health is worse than the English average.

### Overall Index Measure

Stratford-on-Avon ranked 38<sup>th</sup> out of 344 authorities for overall health with a score of 116.5. The 1<sup>st</sup> ranked authority was Harrogate, with a score of 124.9.

### Healthy People Domain

Stratford-on-Avon ranked 32<sup>nd</sup> out of 344 authorities with a score of 112.7. The top ranked authority was Ealing, with a score of 126.8.

### Healthy Lives Domain

Stratford-on-Avon ranked 55<sup>th</sup> out of 344 authorities with a score of 114.6. The top ranked authority was Waverley, with a score of 129.4.

### Healthy Places Domain

Stratford-on-Avon ranked 96<sup>th</sup> out of 344 authorities with a score of 114.4. The top ranked authority was North Kesteven, with a score of 128.6.

## Measures of particular interest – Job-related training and Unemployment

According to ONS, Stratford-on-Avon saw England's greatest worsening in health relating to "economic and working conditions" in the six years between 2015 and 2021. "Economic and working conditions" addresses child poverty, job-related training, unemployment, and workplace safety.

Stratford-on-Avon's score for "economic and working conditions" fell from 126.0 in 2015 to 114.1 in 2021. This means Stratford-on-Avon went from being in the top 1% of local authority areas to being in the top 15% across England for this subdomain.

The change was largely because of an increase in unemployment (the index worsened by 28.6 points) and a worsening in job-related training (a decrease of 23.0).

Measures where Stratford-on-Avon scored below 90 (England average = 100):

- Distance to sports or leisure facilities
- Distance to GP services
- Distance to pharmacies
- Job-related training



# PRIDE OF PLACE

## SDC Residents' Survey 2022

### Overall satisfaction with their local area

86% of those surveyed were satisfied with their local area as a place to live, down five percentage points on 2019 and the lowest score in the last ten years.

Dissatisfaction leapt from 4% in 2019 to 9% in 2022, with 7% fairly dissatisfied and a further 2% very dissatisfied. These dissatisfaction levels are the highest seen over the ten-year period.

Looking at 2022 results analysed by geography and age groups, the following findings were statistically significant:

- ❖ **Stratford and Wellesbourne/Kineton** residents (both 81%) were **less likely** to be satisfied. Residents in **Henley and Studley** areas were **more likely** to be satisfied (both 92%).
- ❖ The **younger the resident**, the **less likely** they were to be very satisfied with the area as a place to live.

## What's important in making somewhere a good place to live

Residents were asked to say what were the five most important things making somewhere a good place to live. The top five in the District were: the level of crime (58.3%); health services (57.5%); access to the countryside (40.5%); clean streets (35.3%) and affordable decent housing (30.4%).

Survey Question: Thinking generally, which of the things below would you say are most important in making somewhere a good place to live?

	<b>2014 %</b>	<b>2017 %</b>	<b>2019 %</b>	<b>2022 %</b>	<b>% Difference on 2019</b>
The level of crime	57.1	57.3	55.7	58.3	+2.6
Health services	55.9	56.8	56.5	57.5	+1.0
Access to countryside	37.4	44.2	36.4	40.5	+4.1
Clean streets	41.5	38.4	32.1	35.3	+3.2
Affordable decent housing	30.1	27.2	29.3	30.4	+1.1
Education provision	36.3	34.8	30.2	28.8	-1.4
Parks and open spaces	21.8	25.5	26.9	28.0	+1.1
Level of traffic congestion	30.4	29.0	25.1	25.4	+0.3
Road and pavement repairs	25.1	20.6	19.9	23.3	+3.4
Shopping facilities	25.8	20.7	23.0	23.1	+0.1
Broadband provision	-	-	21.9	21.3	-0.6
Transport links	-	16.2	18.3	17.9	-0.4
Public transport	23.0	18.5	22.0	14.5	-7.5
Job prospects	18.2	14.6	13.0	12.0	-1.0
Activities for teenagers	13.4	10.8	10.1	11.7	+1.6
Sports and leisure facilities	14.7	11.4	12.6	11.5	-1.1
The level of pollution	9.2	12.8	11.8	11.4	-0.4
Community activities	12.1	12.4	11.3	9.7	-1.6
Cultural facilities	14.0	13.7	14.8	9.0	-5.8
Facilities for young children	12.8	13.0	10.2	8.4	-1.8
Activities for older people	-	-	-	7.8	-
Other	2.7	1.7	1.3	0.3	-1.0
<b>BASE: (All Respondents)</b>	<b>(1,687)</b>	<b>(1,644)</b>	<b>(1,563)</b>	<b>(1,731)</b>	

## What things most need improving?

Residents were asked to think about their local area and indicate up to five things that most need improving. The top five improvements were: road and pavement repairs (48.3%); the level of traffic congestion (42.9%); activities for teenagers (33.3%); affordable decent housing (30.2%) and public transport (28.7%).

Survey Question: Thinking about this local area, which of the things below, if any, do you think most needs improving?

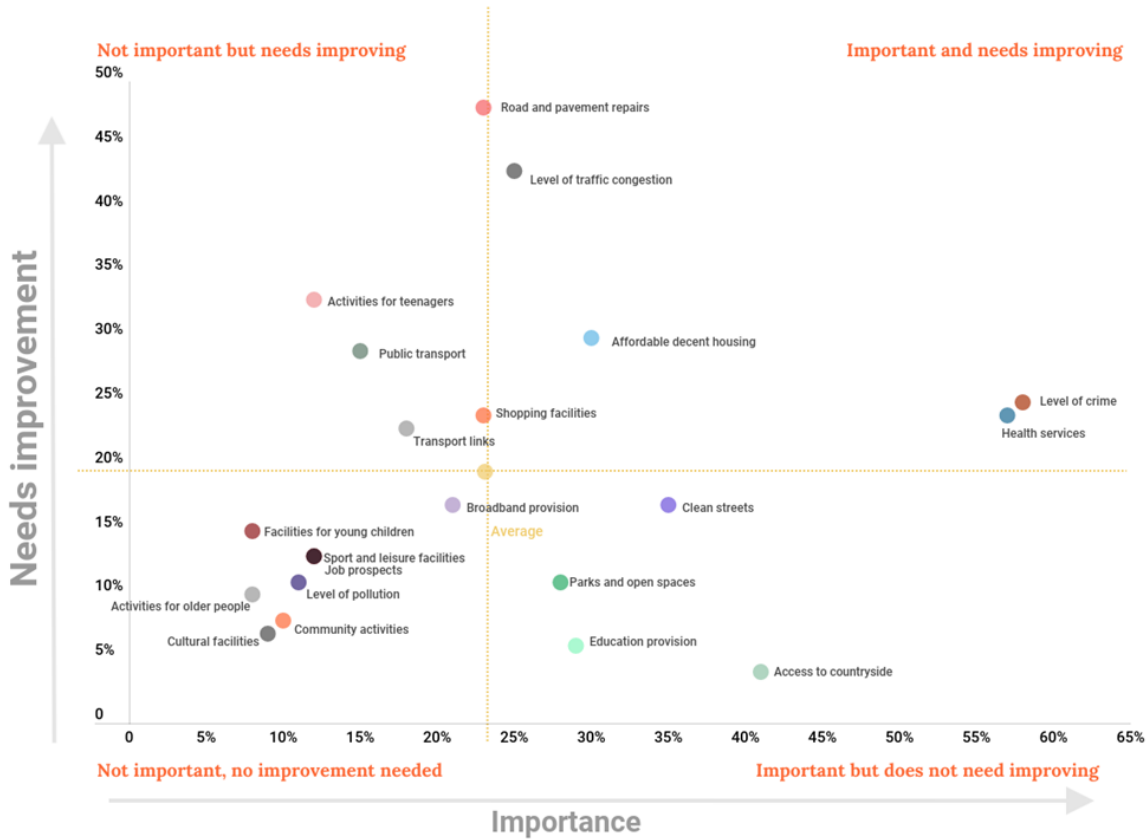
	2014 %	2017 %	2019 %	2022 %	% Difference on 2019
Road and pavement repairs	46.4	45.1	44.4	48.3	+3.9
Level of traffic congestion	51.2	50.4	45.8	42.9	-2.9
Activities for teenagers	36.2	32.1	34.2	33.3	-0.9
Affordable decent housing	29.2	29.2	28.4	30.2	+1.8
Public transport	31.5	32.0	31.6	28.7	-2.9
The level of crime	13.3	14.2	27.0	24.6	-2.4
Health services	17.9	18.0	19.3	23.9	+4.6
Shopping facilities	17.8	16.6	19.1	23.6	+4.5
Transport links	-	23.4	22.5	22.9	+0.4
Clean streets	11.8	13.7	13.1	17.3	+4.2
Broadband provision	-	-	21.7	16.6	-5.1
Facilities for young children	15.1	15.8	12.9	14.9	+2.0
Job prospects	17.7	13.6	12.8	13.0	+0.2
Sports and leisure facilities	17.0	11.9	9.8	12.6	+2.8
Parks and open spaces	8.4	8.7	6.8	11.3	+4.5
The level of pollution	5.7	8.6	10.1	11.0	+0.9
Other	6.5	7.5	7.9	10.7	+2.8
Activities for older people	-	-	-	10.1	-
Community activities	9.4	10.9	10.4	7.8	-2.6
Cultural facilities	8.8	8.1	6.6	7.0	+0.4
Education provision	7.6	7.8	6.5	6.0	-0.5
Access to the countryside	4.2	3.2	3.4	3.6	+0.2
None of these	0.4	0.2	0.5	0.4	-0.1
<b>BASE: (All Respondents)</b>	<b>(1,732)</b>	<b>(1,674)</b>	<b>(1,582)</b>	<b>(1,699)</b>	

Responses to the two survey questions:

- Thinking generally, which of the things below would you say are most important in making somewhere a good place to live?
- Thinking about this local area, which of the things below, if any, do you think most needs improving?

are summed up in the graph below.

What things most need improving in Stratford-on-Avon?



SDC Residents Survey 2022

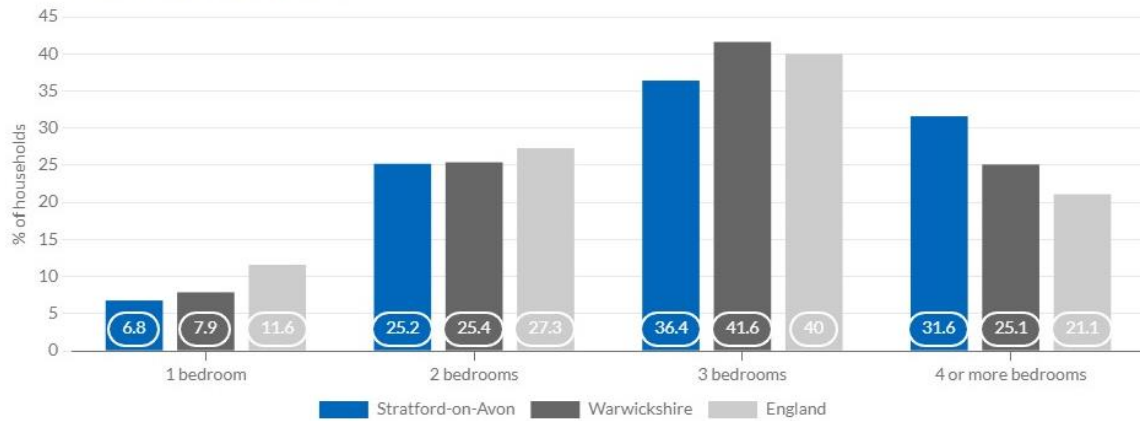
There were four issues which residents across the district felt were of above average importance and needed more improvement than average. These can be seen in the top right quadrant of the table: level of traffic congestion; affordable decent housing; health services; and the level of crime.

# HOUSING

## Dwellings by size and IMD barriers to housing

### Dwellings by Size

Households by number of bedrooms (2021)



Source: ONS

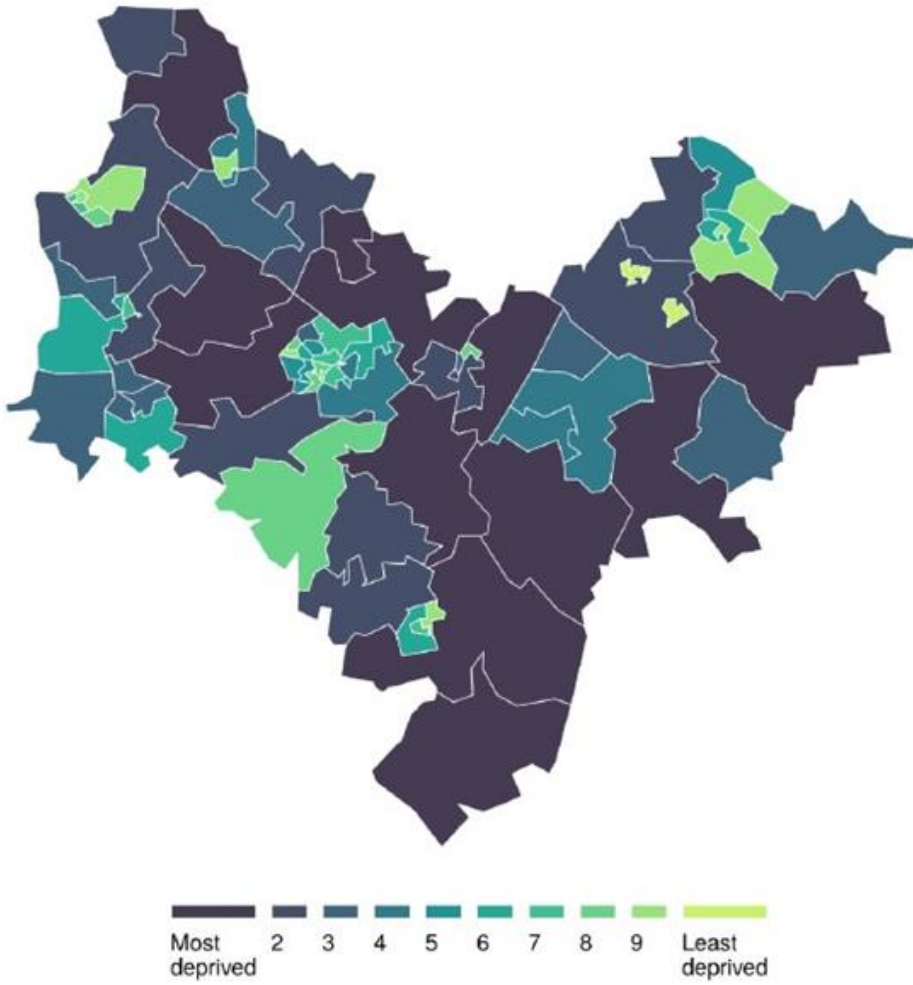


The **barriers to housing and services domain** measures the physical and financial accessibility of housing and key local services and is constructed from: -

- Road distance to a post office;
- Road distance to a primary school;
- Road distance to a general store or supermarket;
- Road distance to a GP surgery;
- The proportion of households which are judged to have insufficient space;
- The rate of acceptances for housing assistance under the homelessness provisions of the 1996 Housing Act;
- Difficulty of access to owner-occupation or the private rental market, expressed as the inability to afford to enter owner occupation or the private rental market.

# Barriers to Housing and Services, 2019

Lower-layer Super Output Areas in Stratford-on-Avon by decile



## Household composition – ‘at risk of poverty’ households

Highlighted LSOAs with 60%+ households categorised as ‘at risk’.

LSOA	Lone parent	Married, civil partnership or co-habiting couple with dependent children	Single person aged under 66	Single person aged 66+
Alcester - Abbey, Grammar & Kings Coughton	3%	4%	15%	19%
Alcester East & Island	6%	3%	12%	15%
Alcester North & Conway	9%	5%	10%	15%
Alcester South, Arrow & Weethley	4%	3%	8%	12%
Alveston Hill & Rural	8%	5%	20%	24%
Aston Cantlow	2%	2%	15%	16%
Bardon	4%	4%	14%	19%
Bidford East, Waterloo & Broom	8%	8%	17%	25%
Bidford South, Marlcliff & Barton	5%	5%	15%	19%
Bidford West & Wixford	3%	5%	16%	21%
Bishops Itchington	4%	5%	17%	22%
Brailes	2%	2%	12%	13%
Bridgetown	4%	3%	18%	21%
Bridgetown North East & Golf Course	4%	2%	16%	18%
Bridgetown South East	7%	3%	22%	25%
Burton Dassett	3%	4%	18%	22%
Claverdon	4%	4%	19%	23%
Clopton & Welcombe Hills	3%	3%	12%	15%
Deppers Bridge, Chester & Kings	7%	6%	17%	22%
Dunnington & Salford Priors	5%	3%	15%	19%
Earlswood	1%	3%	17%	20%
Ettington	4%	3%	18%	21%
Fenny Compton, Farnborough & Avon Dassett	4%	3%	17%	20%
Hampton Lucy & Fulbrook	4%	2%	20%	22%
Harbury	2%	2%	19%	21%
Henley East & Beaudesert	7%	4%	11%	15%
Henley West	3%	2%	11%	13%
Kineton Castle, Lt. Kineton & Combrook	6%	5%	15%	20%
Kineton, Chadshunt & Compton Verney	5%	2%	17%	19%
Kinwarton	4%	3%	14%	17%
Ladbroke & Priors	3%	3%	16%	19%
Lighthorne & Lighthorne Heath	4%	4%	12%	16%
Long Compton	4%	2%	14%	16%
Long Itchington East	7%	7%	19%	27%
Long Itchington West & Ufton	4%	2%	16%	19%
Long Marston, Atherstone & Preston on Stour	3%	5%	16%	21%
Meon Vale	13%	13%	23%	36%

Moreton Morrell, Ashorne & Newbold Pacey	4%	3%	18%	21%
Napton on the Hill	4%	3%	17%	20%
Newbold-on-Stour, Ilmington East & Whitchurch	4%	4%	17%	22%
Sambourne	5%	3%	14%	17%
Shipston North	5%	5%	9%	13%
Shipston South & Furze Hill	5%	5%	16%	21%
Shipston West & Town Centre	6%	3%	10%	14%
Shottery North & Racecourse	3%	4%	16%	20%
Shottery South & Racecourse	3%	3%	15%	18%
Snitterfield & Wolverton	4%	4%	18%	22%
Southam East	9%	5%	17%	22%
Southam North	6%	4%	14%	18%
Southam South & Town Centre	5%	4%	15%	19%
Southam West	7%	5%	14%	18%
Stockton	4%	5%	18%	23%
Stratford - Bishopston	7%	4%	16%	20%
Stratford - Maybird	8%	4%	9%	13%
Stratford - Royals, Grains & Oakleigh	6%	7%	17%	24%
Stratford Mount Pleasant East	8%	4%	9%	14%
Stratford Mount Pleasant West	5%	3%	19%	22%
Stratford Old Town	3%	2%	12%	14%
Stratford Old Town & Town Centre South	3%	2%	6%	8%
Stratford Town Centre North	3%	2%	5%	7%
Studley East & Priory	6%	5%	13%	17%
Studley North	7%	4%	11%	15%
Studley South	9%	4%	14%	18%
Studley West & Common	5%	4%	16%	20%
Tanworth	3%	3%	14%	17%
The Quintons	7%	4%	17%	21%
Tiddington & Alveston	5%	3%	13%	16%
Tredington & Blackwell	5%	2%	12%	14%
Vale of the Red Horse	3%	3%	15%	18%
Welford	2%	2%	17%	19%
Wellesbourne - Mountford Airfield	8%	10%	24%	34%
Wellesbourne East	4%	5%	15%	19%
Wellesbourne North	6%	3%	18%	20%
Wellesbourne South	2%	2%	16%	18%
Wellesbourne West	6%	3%	13%	16%
Wootton Wawen	2%	2%	10%	12%

Source: ONS Census 2021



## Home Tenure

LSOA Name	Own outright. %	Mortgage %	Shared ownership %	Social rent %	Private rent %
Alcester - Abbey, Grammar & Kings Coughton	48.8	28.3	0.8	6.2	16.0
Alcester East & Island	39.7	19.4	0.6	32.6	7.7
Alcester North & Conway	27.0	20.2	0.5	38.3	13.7
Alcester South, Arrow & Weethley	41.4	25.0	0.7	5.5	27.3
Alveston Hill & Rural	31.8	28.0	5.3	18.4	16.5
Aston Cantlow	55.0	25.5	0.5	7.5	11.5
Bardon	50.0	30.8	1.1	7.0	11.0
Bidford East, Waterloo & Broom	27.3	38.0	1.8	23.7	9.1
Bidford South, Marlcliff & Barton	35.8	34.3	5.6	8.2	16.0
Bidford West & Wixford	45.9	32.9	3.9	11.5	5.9
Bishops Itchington	38.6	42.3	1.0	6.4	11.6
Brailes	46.7	27.9	1.0	9.0	15.4
Bridgetown	55.9	29.0	0.6	3.3	11.1
Bridgetown North East & Golf Course	57.6	30.2	1.3	5.3	5.5
Bridgetown South East	27.6	42.1	0.0	5.1	25.2
Burton Dassett	34.8	34.3	0.3	7.9	22.6
Claverdon	49.7	32.1	1.0	11.5	5.7
Clopton & Welcombe Hills	59.1	25.2	0.1	2.1	13.6
Deppers Bridge, Chester & Kings	30.6	36.0	2.8	20.5	9.9
Dunnington & Salford Priors	39.3	29.2	1.6	17.1	12.8
Earlswood	55.9	35.9	0.4	2.0	5.8
Ettington	43.2	36.6	1.0	7.3	11.9
Fenny Compton, Farnborough & Avon Dassett	37.5	37.7	1.4	13.1	10.3
Hampton Lucy & Fulbrook	43.4	29.9	2.3	8.2	16.2
Harbury	54.9	32.1	1.1	3.9	8.0
Henley East & Beaudesert	33.9	21.9	1.2	30.9	12.2
Henley West	48.2	27.3	1.5	2.2	20.8
Kineton Castle, Lt. Kineton & Combrook	37.6	27.8	0.3	25.1	9.2
Kineton, Chadshunt & Compton Verney	38.8	39.2	2.1	6.5	13.5
Kinwarton	53.4	26.5	2.0	6.8	11.4
Ladbroke & Priors	41.0	29.5	1.1	4.6	23.8
Lighthorne & Lighthorne Heath	39.8	31.9	1.4	13.6	13.1
Long Compton	46.3	27.5	0.6	11.9	13.7
Long Itchington East	28.3	39.5	3.4	21.3	7.5
Long Itchington West & Ufton	50.2	29.7	1.3	7.2	11.6
Long Marston, Atherstone & Preston on Stour	41.3	31.5	0.8	6.4	19.9
Meon Vale	8.6	46.7	6.4	31.2	7.1

Moreton Morrell, Ashorne & Newbold Pacey	34.7	32.8	0.2	14.9	17.4
Napton on the Hill	47.0	29.7	1.0	6.7	15.6
Newbold-on-Stour, Ilmington East & Whitchurch	46.7	31.4	1.2	10.7	10.0
Sambourne	46.2	33.3	0.9	9.1	10.6
Shipston North	37.2	23.7	2.0	17.2	19.9
Shipston South & Furze Hill	44.6	34.5	3.9	10.3	6.7
Shipston West & Town Centre	36.3	21.8	1.5	27.4	13.0
Shottery North & Racecourse	39.7	28.8	0.9	14.7	15.9
Shottery South & Racecourse	48.0	27.0	1.7	6.7	16.7
Snitterfield & Wolverton	48.8	33.7	1.3	10.4	5.8
Southam East	29.2	37.9	4.9	21.9	6.1
Southam North	47.1	32.6	0.3	12.6	7.3
Southam South & Town Centre	34.1	40.6	2.5	6.9	15.8
Southam West	27.0	30.4	5.0	28.6	8.8
Stockton	35.9	36.7	5.1	12.5	9.8
Stratford - Bishopton	37.2	29.3	1.4	15.4	16.7
Stratford - Bishopton	19.6	33.1	6.2	15.6	25.5
Stratford - Maybird	20.1	19.2	2.2	28.4	30.0
Stratford - Royals, Grains & Oakleigh	31.4	35.8	2.7	21.0	9.0
Stratford Mount Pleasant East	25.4	20.2	0.3	39.0	15.1
Stratford Mount Pleasant West	45.4	30.5	0.0	14.2	9.9
Stratford Old Town	49.3	20.0	0.1	6.9	23.7
Stratford Old Town & Town Centre South	38.2	14.5	1.7	14.2	31.5
Stratford Town Centre North	30.9	15.8	1.0	16.1	36.1
Studley East & Priory	39.8	32.7	2.6	2.1	22.8
Studley North	39.4	25.3	0.2	24.0	11.1
Studley South	36.2	28.9	0.8	22.9	11.2
Studley West & Common	48.2	34.3	0.3	8.3	8.9
Tanworth	48.6	29.8	0.9	7.0	13.7
The Quintons	28.1	34.2	5.1	17.3	15.2
Tiddington & Alveston	46.3	28.8	2.3	10.4	12.2
Tredington & Blackwell	49.2	23.8	2.9	11.7	12.3
Vale of the Red Horse	47.1	30.1	0.6	9.1	13.1
Welford	49.2	31.3	1.3	7.9	10.3
Wellesbourne - Mountford Airfield	19.2	43.8	6.7	19.5	10.8
Wellesbourne East	41.7	31.6	0.7	11.7	14.2
Wellesbourne North	34.8	31.2	0.2	20.9	12.9
Wellesbourne South	63.5	29.7	0.2	0.4	6.2
Wellesbourne West	33.0	28.3	0.0	30.9	7.8
Wootton Wawen	62.9	21.6	0.4	3.7	11.4

## House prices in Stratford-on-Avon District and England

	Stratford-on-Avon District	England
<p>Median house prices for period ending March 2023</p> <p><i>Median house prices for administrative geographies: <a href="#">HPSSA dataset 9</a></i></p> <p><i>ONS September 2023</i></p>	£375,000	£285,000
<p>Ratio of lower quartile house prices to lower quartile residence-based earnings 2022.</p> <p><i>House price to residence-based earnings ratio <a href="#">ONS 22 March 2023</a></i></p>	9.88	7.36
<p>In the year ending March 2023 the lower quartile monthly <u>private rent</u></p> <p><i>Private rental market statistics, <a href="#">ONS 21 June 2023</a></i></p>	£775 (£9,300 per annum)	£625 (£7,500 per annum)

## ENGLISH INDICES OF DEPRIVATION

### MOST 10 DEPRIVED LOWER SUPER OUTPUT AREAS IN STRATFORD DISTRICT FOR THE SEVEN DOMAINS

#### COMPARISON BETWEEN 2019 AND 2015

##### INCOME

##### TOP 10 MOST DEPRIVED LSOAS

LSOA code	2019 Ranking	2019 Income Score	2015 Ranking	2015 Income Score	Ranking Change
<b>Alcester East &amp; Island</b>	1	0.162	3	0.171	+2
<b>Alcester North &amp; Conway</b>	2	0.156	4	0.171	+2
<b>Stratford Mount Pleasant East</b>	3	0.156	1	0.173	-2
<b>Henley East and Beaudesert</b>	4	0.146	2	0.172	-2
<b>Studley South</b>	5	0.138	6	0.159	+1
<b>Maybird</b>	6	0.134	5	0.162	-1
<b>Studley North</b>	7	0.133	8	0.141	+1
<b>Bidford East, Waterloo &amp; Broom</b>	8	0.131	7	0.159	-1
<b>Southam West</b>	9	0.125	9	0.137	-
<b>Wellesbourne West</b>	10	0.118	13	0.124	+3
<b>Shipston West and Town Centre</b>	11	0.114	10	0.136	-1
<b>Lighthorne &amp; Lighthorne Heath</b>	12	0.112	12	0.129	-
<b>Kineton Castle, Lt. Kineton &amp; Combrook</b>	13	0.097	11	0.133	-2
<b>Old Town &amp; Town Centre South</b>	14	0.092	14	0.116	-
<b>The Avenue</b>	15	0.092	32	0.076	+17

## EMPLOYMENT

### TOP 10 MOST DEPRIVED LSOAS

LSOA code	2019 Ranking	2019 Employment Score	2015 Ranking	2015 Employment Score	Ranking Change
<b>Stratford Mount Pleasant East</b>	1	0.166	1	0.166	-
<b>Alcester North &amp; Conway</b>	2	0.126	3	0.142	-
<b>Alcester East &amp; Island</b>	3	0.118	4	0.139	+1
<b>Maybird</b>	4	0.113	2	0.150	-2
<b>Henley East and Beaudesert</b>	5	0.099	7	0.106	+2
<b>Studley South</b>	6	0.095	5	0.127	-1
<b>Wellesbourne North</b>	7	0.093	10	0.099	+3
<b>Studley North</b>	8	0.092	8	0.105	-
<b>Bidford East, Waterloo &amp; Broom</b>	9	0.091	6	0.119	-3
<b>Studley West &amp; Common</b>	10	0.080	15	0.089	+5
<b>Long Itchington East</b>	11	0.079	18	0.081	+7
<b>Shipston North</b>	12	0.078	20	0.078	+8
<b>Deppers Bridge, Chester &amp; Kings</b>	13	0.078	9	0.099	-4
<b>Old Town &amp; Town Centre South</b>	14	0.076	17	0.083	+3
<b>Wellesbourne West</b>	15	0.074	14	0.089	-1

## EDUCATION, SKILLS AND TRAINING

### TOP 10 MOST DEPRIVED LSOAS

LSOA code	2019 Ranking	2019 Education Skills and Training Score	2015 Ranking	2015 Education Skills and Training Score	Ranking Change
<b>Alcester North &amp; Conway</b>	1	40.930	1	43.404	-
<b>Studley South</b>	2	37.138	2	35.273	-
<b>Wellesbourne West</b>	3	32.197	8	26.553	+5
<b>Bidford East, Waterloo &amp; Broom</b>	4	29.323	6	28.693	+2
<b>Stratford Mount Pleasant East</b>	5	28.193	5	31.025	-
<b>Maybird</b>	6	27.658	4	31.704	-2
<b>Alcester East &amp; Island</b>	7	26.990	3	32.626	-4
<b>Southam West</b>	8	20.499	7	26.863	-1
<b>Henley East and Beaudesert</b>	9	19.128	9	22.952	-
<b>Shipston West &amp; Town Centre</b>	10	17.650	13	20.961	+3
<b>Studley North</b>	11	15.021	12	21.635	+2
<b>Studley East &amp; Priory</b>	12	14.624	29	9.748	+17
<b>Deppers Bridge, Chester &amp; Kings</b>	13	14.554	17	15.153	+4
<b>Shipston North</b>	14	14.348	10	21.963	-4
<b>The Avenue</b>	15	13.567	16	15.690	+1

## BARRIERS TO HOUSING AND SERVICES

### TOP 10 MOST DEPRIVED LSOAS

LSOA code	2019 Ranking	2019 Barriers to Housing and Services Score	2015 Ranking	2015 Barriers to Housing and Services Score	Ranking Change
Long Compton	1	52.428	1	52.469	-
Burton Dassett	2	46.807	3	45.803	+1
Ladbroke & Priors	3	44.333	2	46.029	-1
Brailes	4	43.719	4	45.470	-
Tanworth	5	41.728	9	40.172	+4
Bardon	6	41.591	5	44.518	-1
Moreton Morrell, Ashorne & Newbold Pacey	7	40.619	12	38.42	+5
Aston Cantlow	8	40.268	15	36.48	+7
Hampton Lucy & Fulbrook	9	40.065	6	41.368	-3
Vale of the Red Horse	10	38.567	7	41.048	-3
Ettington	11	38.394	8	40.96	-3
Snitterfield & Wolverton	12	37.732	16	34.774	+4
Claverdon	13	36.713	11	39.316	-2
Tredington & Blackwell	14	36.077	21	31.578	+7
Newbold-on-Stour, Ilmington East & Whitchurch	15	35.643	13	38.136	-2

## CRIME

### TOP 10 MOST DEPRIVED LSOAS

LSOA code	2019 Ranking	2019 Crime Score	2015 Ranking	2015 Crime Score	Ranking Change
Old Town & Town Centre South	1	0.371	1	0.568	-
Henley East & Beaudesert	2	0.325	12	0.052	+10
Deppers Bridge, Chester & Kings	3	0.218	21	-0.251	+18
Earlswood	4	0.190	22	-0.264	+18
Sambourne	5	0.190	13	0.049	+8
Tanworth	6	0.143	43	0.683	+37
Stratford Mount Pleasant West	7	0.143	5	0.256	-2
Bardon	8	0.122	16	-0.109	+8
Long Itchington East	9	0.082	2	0.327	-7
Studley North	10	0.055	33	-0.428	+23
Town Centre North	11	0.050	3	0.323	-8
Maybird	12	-0.021	14	-0.004	+2
Southam West	13	-0.026	25	-0.34	+12
Studley East & Priory	14	-0.044	11	0.052	-3
Bridgetown South East	15	-0.113	68	-1.351	+53

## LIVING ENVIRONMENT

### TOP 10 MOST DEPRIVED LSOAS

LSOA code	2019 Ranking	2019 Living Environment Score	2015 Ranking	2015 Living Environment Score	Ranking Change
<b>Burton Dassett</b>	1	52.236	4	46.578	+3
<b>Brailes</b>	2	48.707	3	47.369	+1
<b>Long Compton</b>	3	46.956	5	42.664	+2
<b>Fenny Compton, Farnborough &amp; Avon Dassett</b>	4	46.477	6	41.861	+2
<b>Kineton, Chadshunt &amp; Compton Verney</b>	5	46.222	7	39.628	+2
<b>Town Centre North</b>	6	44.828	1	53.799	-5
<b>Napton-on-the-Hill</b>	7	42.224	12	33.308	+5
<b>Old Town &amp; Town Centre South</b>	8	41.505	2	48.049	-6
<b>Aston Cantlow</b>	9	40.452	11	33.805	+2
<b>Tanworth</b>	10	39.856	13	32.396	+3
<b>Dunnington and Salford Priors</b>	11	39.739	14	30.116	+3
<b>Quinton</b>	12	39.695	8	37.066	-4
<b>Welford</b>	13	37.094	10	34.585	-3
<b>Wootton Wawen</b>	14	35.402	23	26.147	+9
<b>Vale of the Red Horse</b>	15	35.258	9	36.194	-6

## HEALTH DEPRIVATION AND DISABILITY

### TOP 10 MOST DEPRIVED LSOAS

LSOA code	2019 Ranking	2019 Health Deprivation & Disability Score	2015 Ranking	2015 Health Deprivation & Disability Score	Ranking Change
<b>Stratford Mount Pleasant East</b>	1	0.750	2	0.376	+1
<b>Studley South</b>	2	0.388	15	-0.116	+13
<b>Maybird</b>	3	0.365	1	0.601	-2
<b>Wellesbourne West</b>	4	0.237	12	-0.060	+8
<b>Wellesbourne North</b>	5	0.234	9	0.022	+4
<b>Henley East and Beaudesert</b>	6	0.225	8	0.055	+2
<b>Old Town &amp; Town Centre North</b>	7	0.116	17	-0.249	+10
<b>Alcester North &amp; Conway</b>	8	0.084	7	0.064	-1
<b>Shipston West &amp; Town Centre</b>	9	0.063	16	-0.237	+7
<b>Long Itchington East</b>	10	-0.011	11	-0.055	+1
<b>Studley North</b>	11	-0.024	4	0.300	-7
<b>Bidford East, Waterloo &amp; Broom</b>	12	-0.072	3	0.354	-9
<b>Alcester East &amp; Island</b>	13	-0.094	6	0.130	-7
<b>Lighthorne &amp; Lighthorne Heath</b>	14	-0.099	10	0.006	-4
<b>Dunnington and Salford Priors</b>	15	-0.103	21	-0.391	+6