



# Levelling Up in Warwickshire



## Stratford-on-Avon District Data

Updated April 2023



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# Contextual information – 1

Stratford-on-Avon District's Place Plan is underpinned by evidence and data. In forming this data appendix, we have been guided in our approach, firstly, by the data metrics that underpin the government's 12 Levelling Up missions. These are hosted on the [ONS subnational indicators explorer](#). Where the missions have been used, not all of their metrics are available at the spatial level of a district and borough, and so alternative metrics have been used. Furthermore, in some cases, alternative metrics were used which were better felt to capture local circumstances.

The two main sources of evidence which have helped generate the view of Levelling Up in Stratford-on-Avon District are as follows:

1. The underpinning metrics behind the government's Levelling Up white paper, published in February 2022, many of which are hosted on the [ONS subnational indicators explorer website](#). Details about the metrics can be obtained from the [white paper's Technical Annex](#)
2. The [2019 Indices of Deprivation](#) – these indices of deprivation measure relative deprivation in small areas in England called lower-layer super output areas (LSOAs), or neighbourhoods. The Index of Multiple Deprivation, combines information from the seven domains that make up the indices.

Summarised in the table on the following slide are where alternative metrics have been used.

NOTE: Following Census 2021 three LSOAs in Stratford-on-Avon District have been split due to increasing populations linked with housing developments. Data for the seven new LSOAS will be provided where available.

LSOA 2011	LSOA 2021	LSOA 2011	LSOA 2021	LSOA 2011	LSOA 2021
The Avenue	<ul style="list-style-type: none"><li>• Royals, Grains &amp; Oakleigh</li><li>• Bishopton Leys &amp; The Avenue</li></ul>	Wellesbourne East, Walton & Airfield	<ul style="list-style-type: none"><li>• Wellesbourne East</li><li>• Wellesbourne - Mountford Airfield</li></ul>	Quinton	<ul style="list-style-type: none"><li>• Long Marston, Atherstone &amp; Preston on Stour</li><li>• Meon Vale</li><li>• The Quintons</li></ul>

## Contextual information – 2

Levelling Up mission	Headline Levelling Up metric <u>either</u> unavailable in the ONS subnational indicators explorer (and therefore unavailable at D&B level) <u>or</u> not used	Alternative or supporting metric used	Source
<b>Health</b>	Healthy life expectancy	Life expectancy at birth	<a href="#">Office for Health Improvement and Disparities, 'Fingertips'</a>
<b>Transport infrastructure</b>	Usual method of travel to work by region of workplace	Average travel time to nearest large employment centre by public transport or walking; car; and cycle (minutes)	<a href="#">ONS subnational indicators explorer</a>
<b>Skills</b>	19+ further education and skills achievements (qualifications) excl. community learning, multiply and bootcamps	<ul style="list-style-type: none"> <li>Apprenticeship starts and achievements (rate per 100,000 population)</li> <li>Proportion of the population aged 16 – 64 with level 3+ qualifications (%)</li> <li>19+ further education and skills participation (rate per 100,000 population)</li> </ul>	<a href="#">ONS subnational indicators explorer</a>
<b>Pride in place</b>	Percentage of adults who are satisfied with their local area as a place to live	Voice of Warwickshire survey for Stratford-on-Avon District SDC Residents Survey 2022	See slides <b>(insert number)</b> for results
	Percentage of individuals who have engaged in civic participation in the last 12 months		
<b>Housing</b>	Proportion of non-decent rented homes	Median house prices Energy Performance Certificates (EPC)	<a href="#">ONS Median House Prices</a> <a href="#">Department for Levelling Up, Housing &amp; Communities, March 2023 Live tables on EPC</a>
	Number of first-time buyers		
<b>Crime</b>	Neighbourhood crime	Recorded crime rate for all crime (per 1,000 population)  MoRiLE Risk Bands	data.police.uk data hosted onto <a href="#">Warwickshire Insights</a>  Business Intelligence, Warwickshire County Council
	Homicide		
	Hospital admissions for assault with a sharp object amongst under-25s		

# Headline metrics for the Levelling Up missions

Levelling Up Mission	Headline metrics	Period	Stratford	England
Living standards	Gross value added (GVA) per hour worked (£)	2020	40.2	38.3
	Gross median weekly pay (£)	2022	610.2	536.6
	Employment rate for 16 to 64 year olds (%)	10/21 – 9/22	79.9	75.7
Transport infrastructure	Average travel time to nearest large employment centre by public transport or walking (minutes)	2019	14.7	11.4
	Average travel time to nearest large employment centre by car (minutes)	2019	8.0	7.6
	Average travel time to nearest large employment centre by cycle (minutes)	2019	11.4	9.9
Digital connectivity	% of premises with gigabit-capable broadband	Sept-22	51.4	70.0
	% of 4G coverage by at least one mobile network operator	Sept-22	100.0	98.0
Education	% of pupils meeting expected standard in reading, writing and maths by end of primary school (KS2)*	2022 (provisional)	65	59
	% of young people achieving GCSEs (and equivalent qualifications) in English and maths by age 19	2020/21	85.5	73.0
Skills	Apprenticeship starts (rate per 100,000 population)	2021/22	899	981
	Apprenticeship achievements (rate per 100,000 population)	2021/22	364	385
	Proportion of the population aged 16 – 64 with level 3+ qualifications (%)	2021	71.3	61.4
	19+ further education and skills participation (rate per 100,000 population)	2021/22	3,332	5,107

Coloured cells indicate where the metric is statistically significantly different from the score of the median local authority ■ = negative ■ = positive. *Source: ONS Subnational Indicator Explorer, March 2023*

# Headline metrics for the Levelling Up missions

Levelling Up Mission	Headline metrics	Period	Stratford	England
Health	Life expectancy at birth – males*	2018-20	81.4	79.4
	Life expectancy at birth – females*	2018-20	85.0	83.1
	% of adults that currently smoke cigarettes	2021	9.0	13.0
	Proportion of children overweight or obese at reception age (aged four to five years) (%)	2021/22	19.4	22.3
	Proportion of children overweight or obese at Year 6 age (aged 10 to 11 years) (%)	2021/22	31.5	37.8
	Proportion of adults (18+) overweight or obese (%)	2020 – 2021	64.2	63.5
	Proportion of cancers diagnosed at stages 1 and 2 (%)	2020	57.1	52.3
	Under 75 mortality rate from cardiovascular diseases considered preventable (per 100,000 population)	2017 – 2019	21.9	28.1
Wellbeing	Average life satisfaction (rating – score out of 10)	4/21 – 3/22	7.9	7.6
	Average feeling that things done in life are worthwhile (rating – score out of 10)	4/21 – 3/22	7.8	7.8
	Average happiness (rating – score out of 10)	4/21 – 3/22	7.6	7.5
	Average anxiety (rating – score out of 10)	4/21 – 3/22	2.9	3.1
Pride in place	Level of involvement in local community (qualitative rating)*	2022	67.6% involved either 'to some extent' or 'very active'	N/A
Housing	Net additions to the housing stock (rate per 1,000 stock)	2020-21	25	9
Crime	Recorded crime rate for all crime (per 1,000 population)*	3/22 – 2/23	60.8	84.5

Coloured cells indicate where the metric is statistically significantly different from the score of the median local authority ■ = negative ■ = positive. Source: ONS Subnational Indicator Explorer, March 2023  
 Metrics indicated with an \* are sourced from elsewhere as described previously.

# Index of Multiple Deprivation 2019 Stratford-on-Avon District

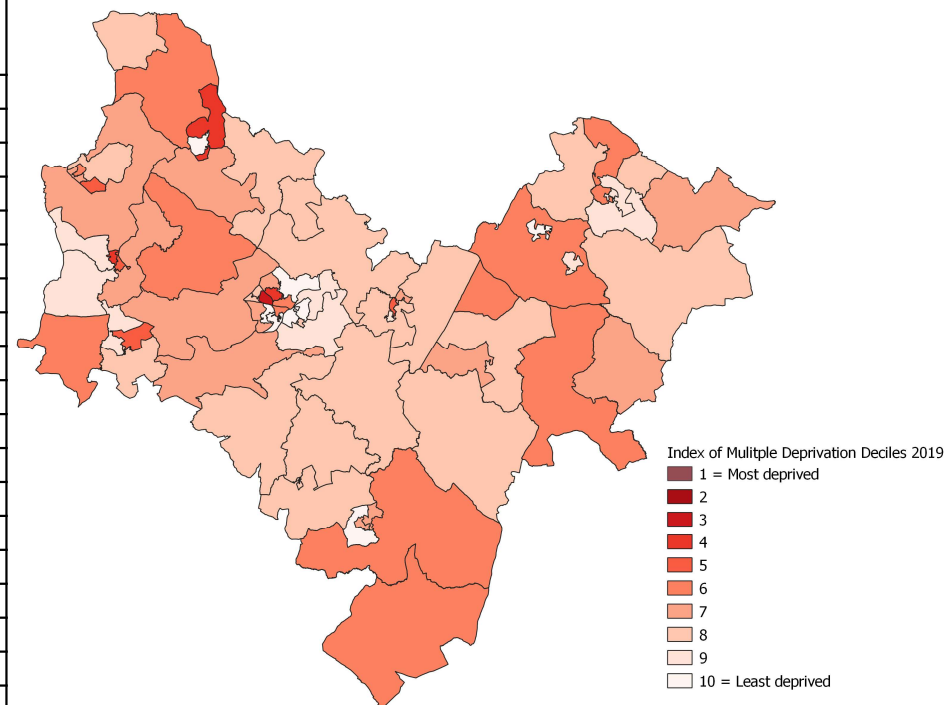
Summary of data

# Index of Multiple Deprivation (IMD) 2019

- In 2019, there were **73** Lower Super Output Areas (LSOAs) in Stratford-on-Avon District. Of these, **1** was in the **30%** most deprived LSOAs in England. There were no LSOAs in the most deprived 10% or 20% of LSOAs
- In 2015, there were **no** LSOAs in the 30% most deprived LSOAs in England. Between 2015 and 2019, for all LSOAs in Stratford-on-Avon, **37** LSOAs had become relatively more deprived, with **14** LSOAs moving into a more deprived decile.

*The 20 most deprived LSOAs in Stratford-on-Avon District in 2019 and rank in 2015:*

LSOA name	IMD Rank 2019 (1 is most deprived)	IMD Decile 2019 (1 is most deprived 10% of LSOAs)	IMD Rank and Decile 2015		Change 2015 to 2019
Stratford Mount Pleasant East	9,586	3	11,322	4	↑
Alcester North & Conway	12,190	4	11,540	4	↓
Maybird	13,014	4	12,626	4	↓
Henley East & Beaudesert	13,051	4	15,287	5	↑
Studley South	13,226	5	14,213	5	↑
Alcester East & Island	13,537	5	13,284	5	↓
Bidford East, Waterloo & Broom	14,060	5	13,782	5	↓
Wellesbourne West	15,019	5	16,460	6	↑
Deppers Bridge, Chester & Kings	16,796	6	18,817	6	↑
Long Compton	16,846	6	17,027	6	↑
Stratford Old Town & Town Centre South	17,145	6	17,006	6	↓
Dunnington & Salford Priors	17,549	6	19,543	6	↑
Studley North	17,890	6	17,316	6	↓
Lighthorne & Lighthorne Heath	18,039	6	16,444	6	↓
Burton Dassett	18,243	6	20,203	7	↑
Tanworth	18,692	6	21,822	7	↑
Southam West	18,711	6	18,080	6	↓
Long Itchington East	18,772	6	16,897	6	↑
Aston Cantlow	18,991	6	18,339	6	↓
Stratford upon Avon Town Centre North	19,597	6	18,395	6	↓





# Index of Multiple Deprivation (IMD) 2019

- The table summarises the Index of Multiple Deprivation (IMD) for Stratford-on-Avon, showing the 10 most deprived areas for the combined IMD, each individual domain and the two supplementary indices

RANK	Index of Multiple Deprivation (IMD)	Domains and % contribution to Index of Multiple Deprivation							Supplementary Indices	
		Income	Employment	Education, Skills & Training	Health Deprivation & Disability	Crime	Barriers to Housing & Services	Living Environment	IDACI (Income deprivation affecting children)	IDAOP1 (Income deprivation affecting older people)
		-	22.50%	22.50%	13.50%	13.50%	9.30%	9.30%	9.30%	-
1	Stratford Mount Pleasant East	Alcester East & Island	Stratford Mount Pleasant East	Alcester North & Conway	Stratford Mount Pleasant East	Stratford Old Town & Town Centre South	Long Compton	Burton Dassett	Lighthorne & Lighthorne Heath	Alcester North & Conway
2	Alcester North & Conway	Alcester North & Conway	Alcester North & Conway	Studley South	Studley South	Henley East & Beadesert	Burton Dassett	Brailes	Alcester East & Island	Alcester East & Island
3	Maybird	Stratford Mount Pleasant East	Alcester East & Island	Wellesbourne West	Maybird	Deppers Bridge, Chester & Kings	Ladbroke & Priors	Long Compton	Wellesbourne West	Southam West
4	Henley East & Beadesert	Henley East & Beadesert	Maybird	Bidford East, Waterloo & Broom	Wellesbourne West	Earlswood	Brailes	Fenny Compton, Farnborough & Avon Dassett	Henley East & Beadesert	Henley East & Beadesert
5	Studley South	Studley South	Henley East & Beadesert	Stratford Mount Pleasant East	Wellesbourne North	Sambourne	Tanworth	Kineton, Chadshunt & Compton Verney	Studley South	Studley South
6	Alcester East & Island	Maybird	Studley South	Maybird	Henley East & Beadesert	Tanworth	Bardon	Stratford upon Avon Town Centre North	Studley North	Bidford East, Waterloo & Broom
7	Bidford East, Waterloo & Broom	Studley North	Wellesbourne North	Alcester East & Island	Stratford Old Town & Town Centre South	Stratford Mount Pleasant West	Moreton Morrell, Ashorne & Newbold Pacey	Napton on the Hill	Southam West	Maybird
8	Wellesbourne West	Bidford East, Waterloo & Broom	Studley North	Southam West	Alcester North & Conway	Bardon	Aston Cantlow	Stratford Old Town & Town Centre South	Stratford Mount Pleasant East	Studley North
9	Deppers Bridge, Chester & Kings	Southam West	Bidford East, Waterloo & Broom	Henley East & Beadesert	Shipston West & Town Centre	Long Itchington East	Hampton Lucy & Fulbrook	Aston Cantlow	Alcester North & Conway	Stratford Mount Pleasant East
10	Long Compton	Wellesbourne West	Studley West & Common	Shipston West & Town Centre	Long Itchington East	Studley North	Vale of the Red Horse	Tanworth	Shipston West & Town Centre	Stratford Old Town & Town Centre South

■ 10% most deprived (decile 1)  
 ■ 20% most deprived (decile 2)  
 ■ 30% most deprived (decile 3) in England

# IMD 2019 Income Domain

- In the Income domain Alcester East & Island is the most deprived LSOA and is in the 30% most deprived LSOAs in England for this domain. In total, 14 of the LSOAs in the 20 overall most deprived (measured by IMD) are included with six other LSOAs appearing in the 20 most deprived in the income domain. These are highlighted in the table.

*The 20 most deprived LSOAs in the Income Domain in Stratford-on-Avon District in 2019:*

LSOA name	Income Rank (where 1 is most deprived)	Income Decile (where 1 is most deprived 10% of LSOAs)
Alcester East & Island	9,498	3
Alcester North & Conway	9,969	4
Stratford Mount Pleasant East	9,970	4
Henley East & Beaudesert	10,833	4
Studley South	11,663	4
Maybird	12,146	4
Studley North	12,225	4
Bidford East, Waterloo & Broom	12,429	4
Southam West	13,135	4
Wellesbourne West	13,884	5
Shipston West & Town Centre	14,359	5
Lighthorne & Lighthorne Heath	14,639	5
Kineton Castle, Lt Kineton & Combrook	16,806	6
The Avenue	17,543	6
Stratford Old Town & Town Centre South	17,602	6
Dunnington & Salford Priors	17,931	6
Bridgetown South East	18,404	6
Wellesbourne North	18,425	6
Shipston North	18,544	6
Deppers Bridge, Chester & Kings	18,725	6



The Income Domain measures the proportion of the population experiencing deprivation relating to low income  
Makes up 22.5% of IMD

# IMD 2019 Employment Domain

- In the Employment domain Stratford Mount Pleasant East is the most deprived LSOA and is in the 20% most deprived in England, Alcester North & Conway is in the 30% most deprived. In total, 13 of the LSOAs in the 20 overall most deprived (measured by IMD) are included. Seven other LSOAs appear in the 20 most deprived in the employment domain. These are highlighted in the table.

*The 20 most deprived LSOAs in the Employment Domain in Stratford-on-Avon District in 2019:*

LSOA name	Employment Rank (where 1 is most deprived)	Employment Decile (where 1 is most deprived 10% of LSOAs)
Stratford Mount Pleasant East	5,275	2
Alcester North & Conway	8,978	3
Alcester East & Island	9,915	4
Maybird	10,650	4
Henley East & Beaudesert	12,671	4
Studley South	13,396	5
Wellesbourne North	13,827	5
Studley North	13,920	5
Bidford East, Waterloo & Broom	14,117	5
Studley West & Common	16,398	5
Long Itchington East	16,456	6
Shipston North	16,691	6
Deppers Bridge, Chester & Kings	16,874	6
Stratford Old Town & Town Centre South	17,230	6
Kineton Castle, Lt Kineton & Combrook	17,686	6
Wellesbourne West	17,878	6
Shottery North & Racecourse	18,066	6
Lighthorne & Lighthorne Heath	18,407	6
Bishopton	18,701	6
Shipston West & Town Centre	18,763	6



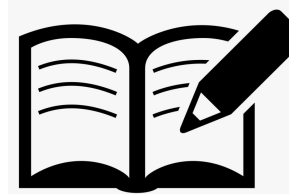
The Employment Domain measures the proportion of the working age population in an area involuntarily excluded from the labour market. Makes up 22.5% of IMD

# IMD 2019 Education, Skills and Training Domain

- In the Education, Skills and Training domain, Alcester North & Conway is the most deprived LSOA and is in the 20% most deprived in England along with Studley South. A further five LSOAs are in the 30% most deprived. In total 13 of the LSOAs in the 20 overall most deprived (measured by IMD) are included. Seven other LSOAs appear in the 20 most deprived in the education, skills and training domain. These are highlighted in the table.

*The 20 most deprived LSOAs in the Education, Skills and Training Domain in Stratford-on-Avon District in 2019:*

LSOA name	Education, Skills and Training Rank (where 1 is most deprived)	Education, Skills and Training Decile (where 1 is most deprived 10% of LSOAs)
Alcester North & Conway	5,137	2
Studley South	6,153	2
Wellesbourne West	7,741	3
Bidford East, Waterloo & Broom	8,852	3
Stratford Mount Pleasant East	9,316	3
Maybird	9,538	3
Alcester East & Island	9,826	3
Southam West	13,468	5
Henley East & Beaudesert	14,306	5
Shipston West & Town Centre	15,362	5
Studley North	17,337	6
Studley East & Priory	17,661	6
Deppers Bridge, Chester & Kings	17,719	6
Shipston North	17,866	6
The Avenue	18,532	6
Dunnington & Salford Priors	19,243	6
Southam North	20,340	7
Stockton	20,621	7
Bishopton	20,638	7
Lighthorne & Lighthorne Heath	20,711	7



The Educational, Skills and Training Domain measures the lack of attainment and skills in the local population  
Makes up 13.5% of IMD

# IMD 2019 Health Deprivation and Disability

- In the Health Deprivation and Disability domain Stratford Mount Pleasant East is the most deprived LSOA and is in the 20% most deprived LSOAs in England. In total, 13 of the LSOAs in the 20 overall most deprived (measured by IMD) are included. Seven other LSOAs appear in the 20 most deprived in the Health Deprivation and Disability domain. These are highlighted in the table.

*The 20 most deprived LSOAs in the Health Deprivation and Disability Domain in Stratford-on-Avon District in 2019:*

LSOA name	Health Deprivation and Disability Rank (where 1 is most deprived)	Health Deprivation and Disability Decile (where 1 is most deprived 10% of LSOAs)
Stratford Mount Pleasant East	6,368	2
Studley South	10,514	4
Maybird	10,788	4
Wellesbourne West	12,547	4
Wellesbourne North	12,597	4
Henley East & Beaudesert	12,714	4
Stratford Old Town & Town Centre South	14,266	5
Alcester North & Conway	14,760	5
Shipston West & Town Centre	15,041	5
Long Itchington East	16,173	5
Studley North	16,364	5
Bidford East, Waterloo & Broom	17,127	6
Alcester East & Island	17,474	6
Lighthorne & Lighthorne Heath	17,554	6
Dunnington & Salford Priors	17,622	6
Studley West & Common	18,544	6
Shipston North	18,691	6
Stockton	20,411	7
Kineton Castle, Lt Kineton & Combrook	20,912	7
Fenny Compton, Farnborough & Avon Dassett	21,480	7



The Health Deprivation and Disability Domain measures the risk of premature death and the impairment of quality of life through poor physical or mental health.

Makes up 13.5% of IMD

# IMD 2019 Crime Domain

- In the Crime domain Stratford Old Town & Town Centre South is the most deprived LSOA and is in the 40% most deprived in England. Eleven of the LSOAs in the 20 overall most deprived (measured by IMD) are included. Nine other LSOAs appear in the 20 most deprived in the Crime domain. These are highlighted in the table.

*The 20 most deprived LSOAs in the Crime Domain in Stratford-on-Avon District in 2019:*

LSOA name	Crime Rank (where 1 is most deprived)	Crime Decile (where 1 is most deprived 10% of LSOAs)
Stratford Old Town & Town Centre South	10,860	4
Henley East & Beaudesert	11,562	4
Deppers Bridge, Chester & Kings	13,213	5
Earlswood	13,667	5
Sambourne	13,669	5
Tanworth	14,423	5
Stratford Mount Pleasant West	14,425	5
Bardon	14,779	5
Long Itchington East	15,387	5
Studley North	15,814	5
Stratford upon Avon Town Centre North	15,882	5
Maybird	17,018	6
Southam West	17,086	6
Studley East & Priory	17,349	6
Bridgetown South East	18,322	6
Shottery North & Racecourse	18,468	6
Bidford South, Marlcliff & Barton	18,548	6
Stratford Mount Pleasant East	18,603	6
The Avenue	18,849	6
Alcester East & Island	19,014	6



The Crime domain measures the risk of personal and material victimisation at local level. Makes up 9.3% of IMD

# IMD 2019 Barriers to Housing and Services Domain

- In the Barriers to Housing and Services domain Long Compton is the most deprived LSOA and is in the **1%** most deprived in England, a further **11** LSOAs are in the most deprived **10%** of LSOAs. Only four of the LSOAs in the 20 overall most deprived (measured by IMD) are included. Sixteen other LSOAs appear in the 20 most deprived in the Barriers to Housing and Services domain. These are highlighted in the table.

*The 20 most deprived LSOAs in the Barriers to Housing and Services Domain in Stratford-on-Avon District in 2019:*

LSOA name	Barriers to Housing and Services Rank (where 1 is most deprived)	Barriers to Housing and Services Decile (where 1 is most deprived 10% of LSOAs)
Long Compton	138	1
Burton Dassett	748	1
Ladbroke & Priors	1,181	1
Brailes	1,280	1
Tanworth	1,722	1
Bardon	1,754	1
Moreton Morrell, Ashorne & Newbold Pacey	2,018	1
Aston Cantlow	2,121	1
Hampton Lucy & Fulbrook	2,170	1
Vale of the Red Horse	2,637	1
Ettington	2,703	1
Snitterfield & Wolverton	2,922	1
Claverdon	3,324	2
Tredington & Blackwell	3,595	2
Newbold-on-Stour, Ilmington East & Whitchurch	3,789	2
Wellesbourne South	3,967	2
Long Itchington West & Ufton	4,312	2
Sambourne	4,316	2
Earlswood	4,399	2
Welford	5,513	2



The Barriers to Housing and Services domain measures the physical and financial accessibility of housing and local services. Makes up 9.3% of IMD

# IMD 2019 Barriers to Housing and Services – Geographical sub-domain

- In the Barriers to Housing and Services – Geographical sub-domain Long Compton is the most deprived LSOA and is in the **1%** most deprived in England, a further **22** LSOAs are in the most deprived **10%** of LSOAs . Only four of the LSOAs in the 20 overall most deprived (measured by IMD) are included. Sixteen other LSOAs appear in the 20 most deprived in the Barriers to Housing and Services – Geographical sub-domain. These are highlighted in the table.

*The 20 most deprived LSOAs in the Barriers to Housing and Services Domain in Stratford-on-Avon District in 2019:*

LSOA name	Barriers to Housing and Services Rank (where 1 is most deprived)	Barriers to Housing and Services Decile (where 1 is most deprived 10% of LSOAs)
Long Compton	88	1
Burton Dassett	399	1
Tanworth	693	1
Brailes	703	1
Ladbroke & Priors	792	1
Aston Cantlow	881	1
Bardon	897	1
Hampton Lucy & Fulbrook	1,042	1
Ettington	1,098	1
Moreton Morrell, Ashorne & Newbold Pacey	1,162	1
Claverdon	1,232	1
Vale of the Red Horse	1,272	1
Snitterfield & Wolverton	1,370	1
Newbold-on-Stour, Ilmington East & Whitchurch	1,424	1
Wellesbourne South	1,475	1
Tredington & Blackwell	1,516	1
Sambourne	1,578	1
Earlswood	1,625	1
Long Itchington West & Ufton	1,769	1
Welford	2,418	1



The Barriers to Housing and Services – Geographical sub-domain relates to the physical proximity of local services. Makes up 9.3% of IMD along with the ‘Wider barriers’ sub-domain.



# IMD 2019 Living Environment Domain

- In the Living Environment domain Burton Dassett is the most deprived LSOA and is in the 10% most deprived in England along with six other LSOAs. An additional nine LSOAs are in the most deprived 20%. Just eight of the LSOAs in the 20 overall most deprived (measured by IMD) are included. Twelve other LSOAs appear in the 20 most deprived in the Living Environment domain. These are highlighted in the table.

*The 20 most deprived LSOAs in the Living Environment Domain in Stratford-on-Avon District in 2019:*

LSOA name	Living Environment Rank (where 1 is most deprived)	Living Environment Decile (where 1 is most deprived 10% of LSOAs)
Burton Dassett	1,543	1
Brailes	2,130	1
Long Compton	2,458	1
Fenny Compton, Farnborough & Avon Dassett	2,560	1
Kinton, Chadshunt & Compton Verney	2,619	1
Stratford upon Avon Town Centre North	2,942	1
Napton on the Hill	3,605	2
Stratford Old Town & Town Centre South	3,792	2
Aston Cantlow	4,122	2
Tanworth	4,311	2
Dunnington & Salford Priors	4,349	2
Quinton	4,361	2
Welford	5,348	2
Wootton Wawen	6,057	2
Vale of the Red Horse	6,118	2
Sambourne	7,523	3
Deppers Bridge, Chester & Kings	7,741	3
Bardon	8,328	3
Newbold-on-Stour, Ilmington East & Whitchurch	8,337	3
Ettington	8,470	3



The Living Environment domain measures the quality of both the 'indoor' and 'outdoor' local environment. Makes up 9.3% of IMD

# IMD 2019 Living Environment – Indoor sub-domain

- In the Living Environment – Indoor sub-domain Burton Dassett is the most deprived LSOA and in total ten LSOAs are in the 10% most deprived in England. Eight of the LSOAs in the 20 overall most deprived (measured by IMD) are included. Twelve other LSOAs appear in the 20 most deprived in the Living Environment – indoor sub-domain. These are highlighted in the table.

*The 20 most deprived LSOAs in the Living Environment Indoor Sub-domain in Stratford-on-Avon District in 2019:*

LSOA name	Living Environment Rank (where 1 is most deprived)	Living Environment Decile (where 1 is most deprived 10% of LSOAs)
Burton Dassett	1,180	1
Brailes	1,300	1
Long Compton	1,358	1
Fenny Compton, Farnborough & Avon Dassett	1,717	1
Stratford upon Avon Town Centre North	1,911	1
Kineton, Chadshunt & Compton Verney	2,209	1
Quinton	2,374	1
Stratford Old Town & Town Centre South	2,510	1
Aston Cantlow	2,683	1
Welford	2,936	1
Napton on the Hill	3,418	2
Vale of the Red Horse	4,251	2
Wootton Wawen	4,355	2
Tanworth	4,558	2
Kinwarton	4,606	2
Lighthorne & Lighthorne Heath	4,691	2
Newbold-on-Stour, Ilmington East & Whitchurch	5,008	2
Ettington	5,134	2
Sambourne	5,493	2
Dunnington & Salford Priors	5,525	2



The Living Environment - Indoor sub-domain measures the quality of housing and includes houses that do not have central heating and homes that fail to meet the Decent Homes standard. Combined with the outdoor sub-domain, makes up 9.3% of IMD.

# IMD 2019 Living Environment – Outdoor sub-domain

- In the Living Environment -Outdoor sub-domain Dunnington & Salford Priors is the most deprived LSOA and in the 20% most deprived in England. Just seven of the LSOAs in the 20 overall most deprived (measured by IMD) are included. Thirteen other LSOAs appear in the 20 most deprived in the Living Environment domain. These are highlighted in the table.

*The 20 most deprived LSOAs in the Living Environment – Outdoor Sub-domain in Stratford-on-Avon District in 2019:*

LSOA name	Living Environment Rank (where 1 is most deprived)	Living Environment Decile (where 1 is most deprived 10% of LSOAs)
Dunnington & Salford Priors	5,399	2
Napton on the Hill	9,666	3
Tanworth	7,753	3
Deppers Bridge, Chester & Kings	6,631	3
Kineton, Chadshunt & Compton Verney	12,315	4
Alveston Hill & Rural	12,081	4
Burton Dassett	15,201	5
Wootton Wawen	15,465	5
Sambourne	14,936	5
Bardon	13,610	5
Fenny Compton, Farnborough & Avon Dassett	18,197	6
Stratford upon Avon Town Centre North	18,996	6
Stratford Old Town & Town Centre South	18,567	6
Aston Cantlow	19,008	6
Vale of the Red Horse	16,495	6
Bidford South, Marlcliff & Barton	19,362	6
Ladbroke & Priors	16,516	6
Hampton Lucy & Fulbrook	17,494	6
Long Itchington West & Ufton	19,671	6
The Avenue	19,351	6



The Living Environment - outdoor sub-domain contains measures of air quality and road traffic accidents.

Combined with the indoor sub-domain, makes up 9.3% of IMD.

# IMD 2019 Supplementary Index - IDACI

- In the Income Deprivation Affecting Children Index (IDACI) Lighthorne & Lighthorne Heath is the most deprived LSOA and is in the 30% most deprived LSOAs in England along with Alcester East & Island and Wellesbourne West. Twelve of the LSOAs in the 20 overall most deprived (measured by IMD) are included. Eight other LSOAs appear in the 20 most deprived in the IDACI. These are highlighted in the table.

*The 20 most deprived LSOAs in the IDACI in Stratford-on-Avon District in 2019:*

LSOA name	Income Deprivation Affecting Children Index (IDACI) Rank (where 1 is most deprived)	Income Deprivation Affecting Children Index (IDACI) Decile (where 1 is most deprived 10% of LSOAs)
Lighthorne & Lighthorne Heath	7,542	3
Alcester East & Island	7,832	3
Wellesbourne West	9,203	3
Henley East & Beaudesert	10,526	4
Studley South	11,515	4
Studley North	11,523	4
Southam West	12,220	4
Stratford Mount Pleasant East	12,342	4
Alcester North & Conway	12,501	4
Shipston West & Town Centre	12,810	4
Bridgetown South East	13,549	5
Maybird	13,771	5
The Avenue	13,830	5
Bidford East, Waterloo & Broom	15,284	5
Kineton Castle, Lt Kineton & Combrook	15,461	5
Bishopton	15,741	5
Dunnington & Salford Priors	17,421	6
Stratford Mount Pleasant West	17,960	6
Shipston North	18,013	6
Kinwarton	18,202	6



The IDACI measures the proportion of all children aged 0 to 15 living in income deprived families

# IMD 2019 Supplementary Index - IDAOPi

- In the Income Deprivation Affecting Older People Index (IDAOPi) Alcester North & Conway is the most deprived LSOA and along with four other LSOAs is in the 40% most deprived in England. Thirteen of the LSOAs in the 20 overall most deprived (measured by IMD) are included. Seven other LSOAs appear in the 20 most deprived in the IDACI. These are highlighted in the table.

*The 20 most deprived LSOAs in the IDAOPi in Stratford-on-Avon District in 2019:*

LSOA name	Income Deprivation Affecting Older People (IDAOPi) Rank (where 1 is most deprived)	Income Deprivation Affecting Older People (IDAOPi) Decile (where 1 is most deprived 10% of LSOAs)
Alcester North & Conway	10,213	4
Alcester East & Island	11,912	4
Southam West	12,302	4
Henley East & Beaudesert	12,536	4
Studley South	12,922	4
Bidford East, Waterloo & Broom	13,530	5
Maybird	14,093	5
Studley North	14,139	5
Stratford Mount Pleasant East	14,956	5
Stratford Old Town & Town Centre South	15,020	5
Shipston West & Town Centre	15,424	5
Dunnington & Salford Priors	17,464	6
Wellesbourne North	17,529	6
Bidford South, Marcliff & Barton	18,600	6
Studley East & Priory	19,083	6
Kineton Castle, Lt Kineton & Combrook	19,200	6
Wellesbourne West	19,203	6
Shipston North	19,409	6
Stratford upon Avon Town Centre North	19,532	6
Bishopston	19,926	7

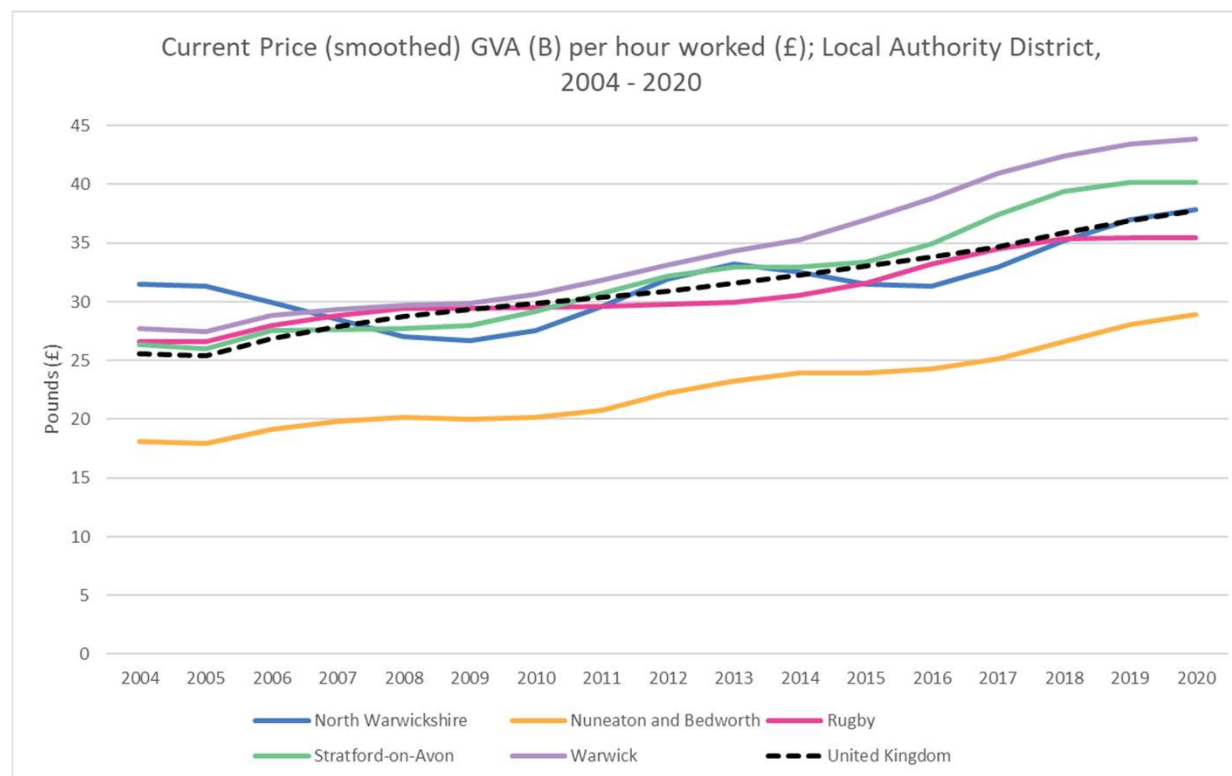


The IDAOPi measures the proportion of those aged 60+ who experience income deprivation

# Communities of Interest Stratford-on-Avon District

# Living standards – GVA per hour worked

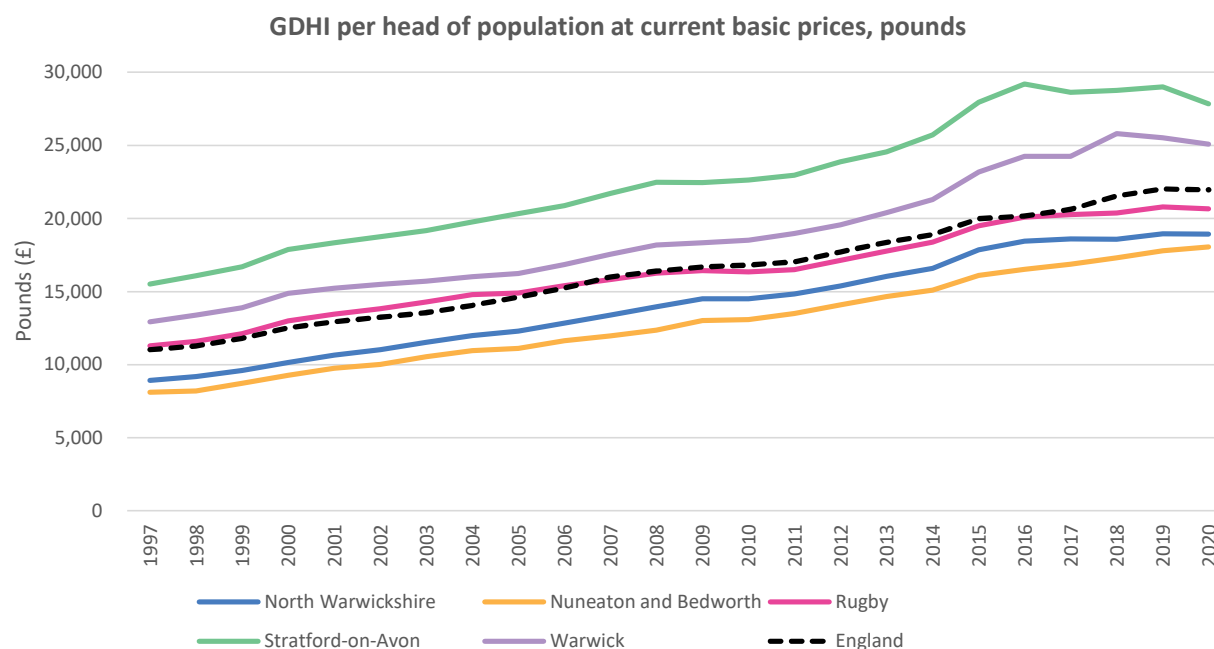
- GVA per hour worked is the preferred measure of labour productivity. In 2020 GVA per hour worked was £40.20 in Stratford on Avon District, the same as in 2019. This was higher than the Warwickshire average (£38.40) and the UK average (£37.70).



# Living standards – Income

- **Gross Disposable Household Income (GDHI)** is the amount of money an individual person has left for saving or spending after expenditure associated with income (such as taxes and social contributions, property ownership and future pension provision). GDHI is a concept that is seen to reflect the “material welfare” of the household sector.

- In 2020, compared to the Warwickshire average (£22,613) households in Stratford-on-Avon District had **£5,226 more** GDHI per head (£27,839).
- However, GDHI per head in the district **fell by 4%** in 2020 compared to the previous year to be at its lowest since 2014. This was the highest decrease of all Warwickshire local authorities and notably greater than the UK decrease (0.2%)



## In 2022, the Annual Survey of Hours and Earnings (AHSE) found that:

- The **median gross weekly pay** for all employee jobs in Stratford-on-Avon District was **£610.20** – this compared to £536.60 in England and £516.20 in the West Midlands.
- 20% of jobs had a gross weekly pay below **£345.90** and 20% had a gross weekly pay above **£963.90**.
- The gross median weekly pay for **males was £766.80** and for **females was £671.30**.
- **11.7%** of all employee jobs in the district **earned below the living wage** as defined by the Living Wage Foundation.

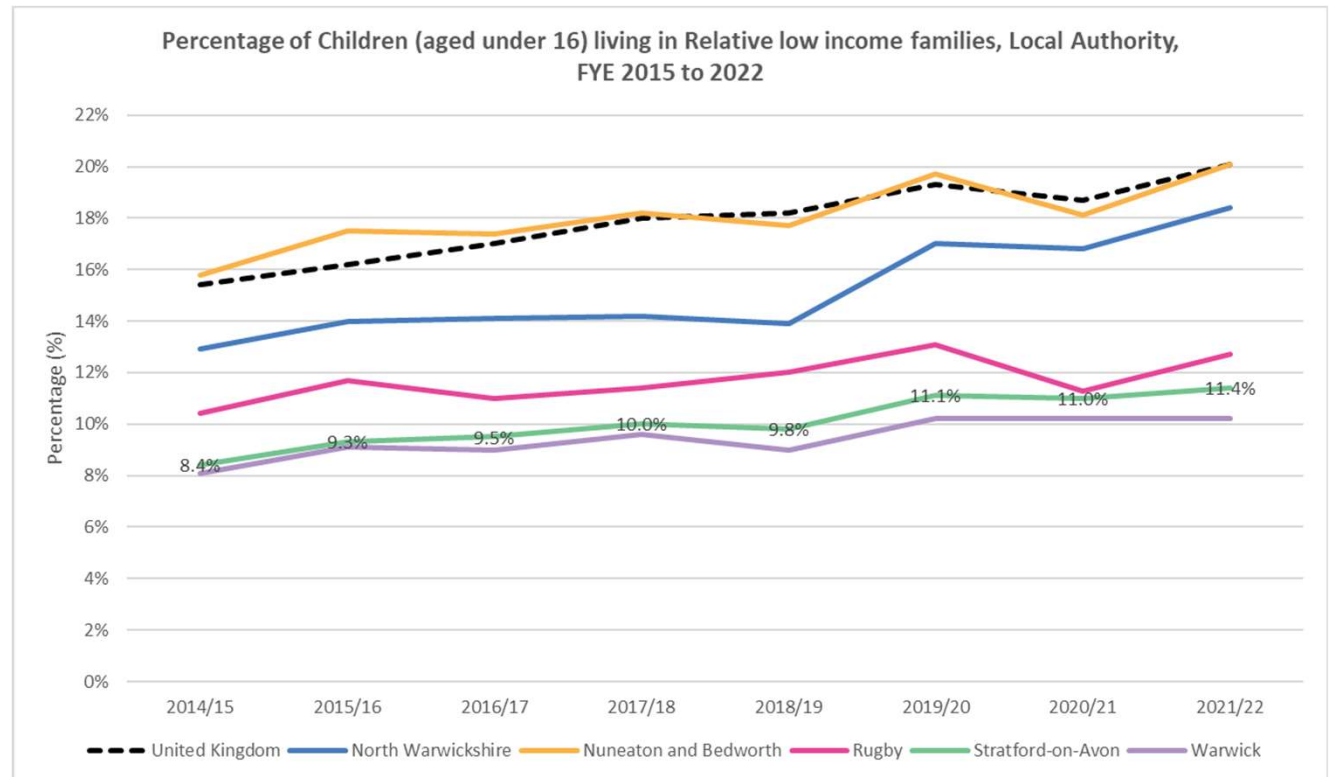


# Living standard – income

## Children living in low income households (Department for Work and Pensions)

In 2021/22, in Stratford-on-Avon District, 2,544 (11.4%) children aged under 16 were living in relative low income families. This proportion is lower than in the UK (20.1%) and three of the other local authorities in Warwickshire (NW-18.4%, N&B – 20.1%, R-12.7%, W-10.2%) but has gradually increased since 2014/15 to its highest in 2021/22.

The LSOAs (2011) with the highest numbers of children in low income households in 2021/22 were: Quinton (165, 6.5% of children in low income families in SoA), The Avenue (99, 3.9%) and Wellsbourne East, Walton & Airfield (78, 3.1%). These are all areas where there have been new housing developments with resulting population growth. Other areas of note are Stratford Maybird (74, 2.9%) and Studley South (71, 2.8%).

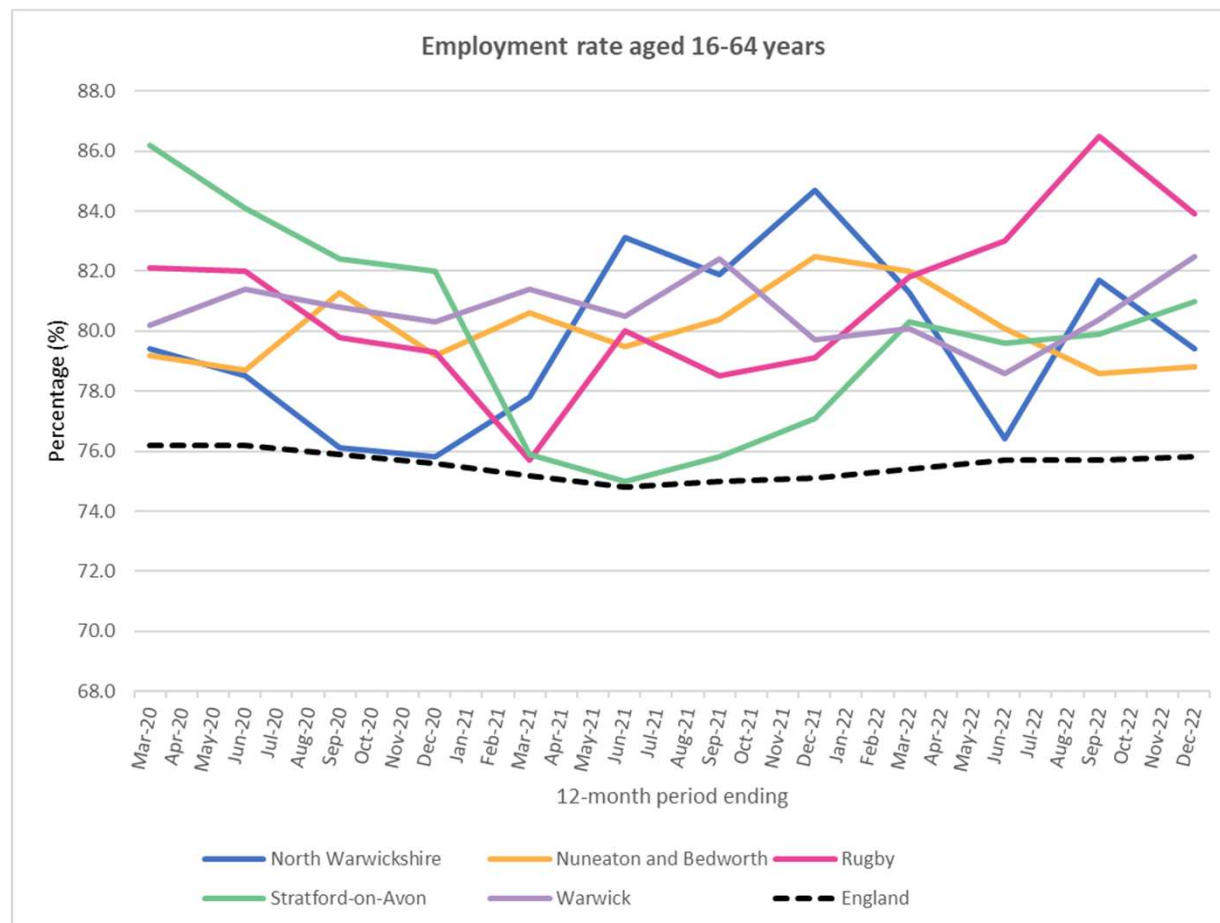


# Living standards – employment

Between January 2020 - December 2022, the **annual employment rate** in Stratford-on-Avon decreased from **86.2%** to a low of **75.0%**, during the 12-month period to June 2021, which included and followed the main COVID-19 restrictions, gradually increasing to **81.0%** in the 12-month period ending December 2022.

The percentage of residents aged 16-64 who are **economically inactive** has increased during the past 2-years from **15.8%** in the 12-month period to December 2020 to **16.7%** in the 12-month period to December 2022. The highest proportion of the those economically inactive were students (35.8%)

Key employment sectors in 2021 were Wholesale and retail trade; repair of motor vehicles and motorcycles (**14.4%**); human health and social work activities (**11.0%**); manufacturing (**9.9%**); education (**9.8%**) and professional, scientific and technical activities (**8.6%**) (Census 2021)

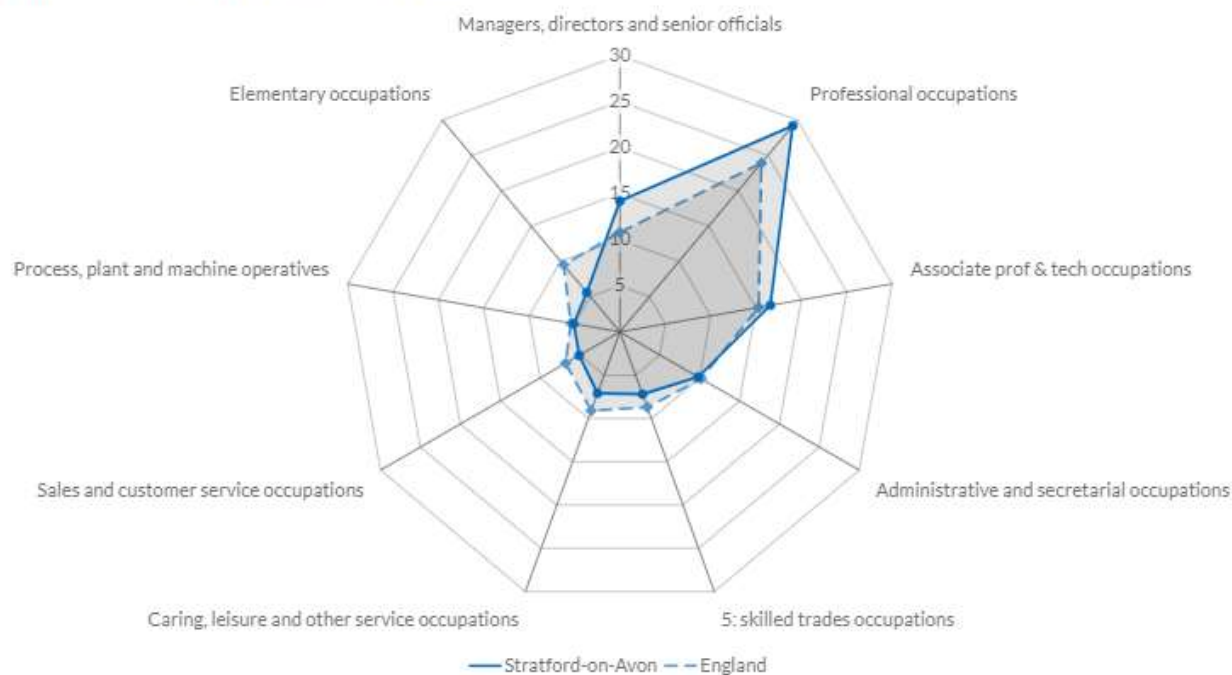


Source: Nomis, Annual population survey, Dec 2021

# Living standards - employment

- In 2022, in Stratford-on-Avon District **72.7%** of people employed were in skilled employment (SOC 1-3,5). This is higher than the Warwickshire (61.3%) and England (60.8%) average.
- An estimated **5.6%** of those in employment were in an occupation classed as an elementary occupation – **males 7.1%, females 3.9%**.

Percentage employment by major group (2021-12)

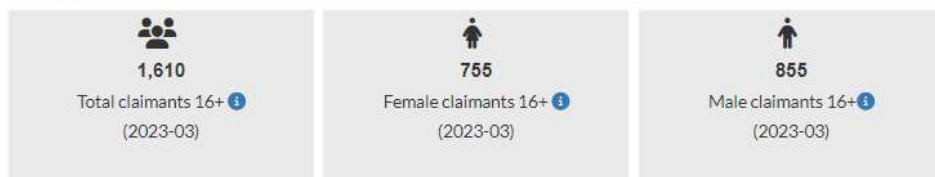


Source: APS

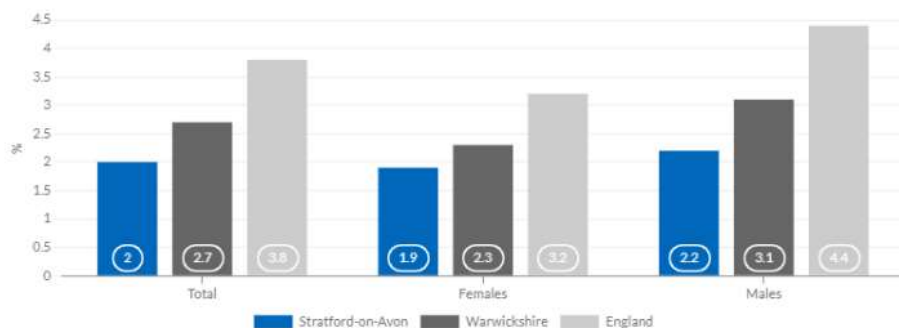
See IMD 'Employment' and 'Education, training and skills' domain for related LSOA data

# Living standards – claimant count

## Claimant count

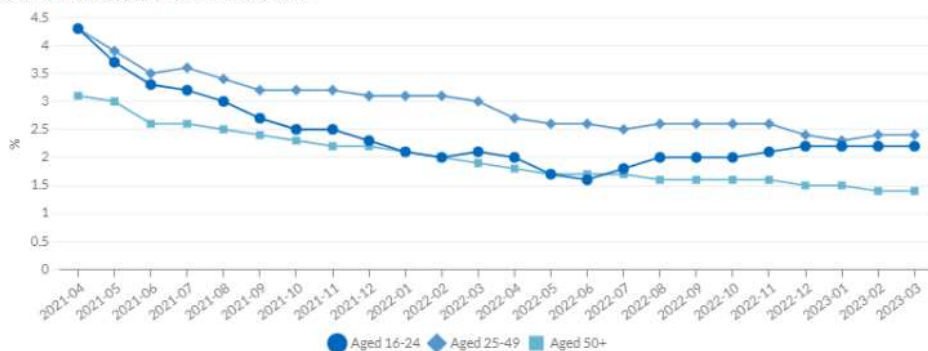


## Claimants by gender (2023-03)



Source: ONS

## Claimants by age group for Stratford-on-Avon



Source: ONS

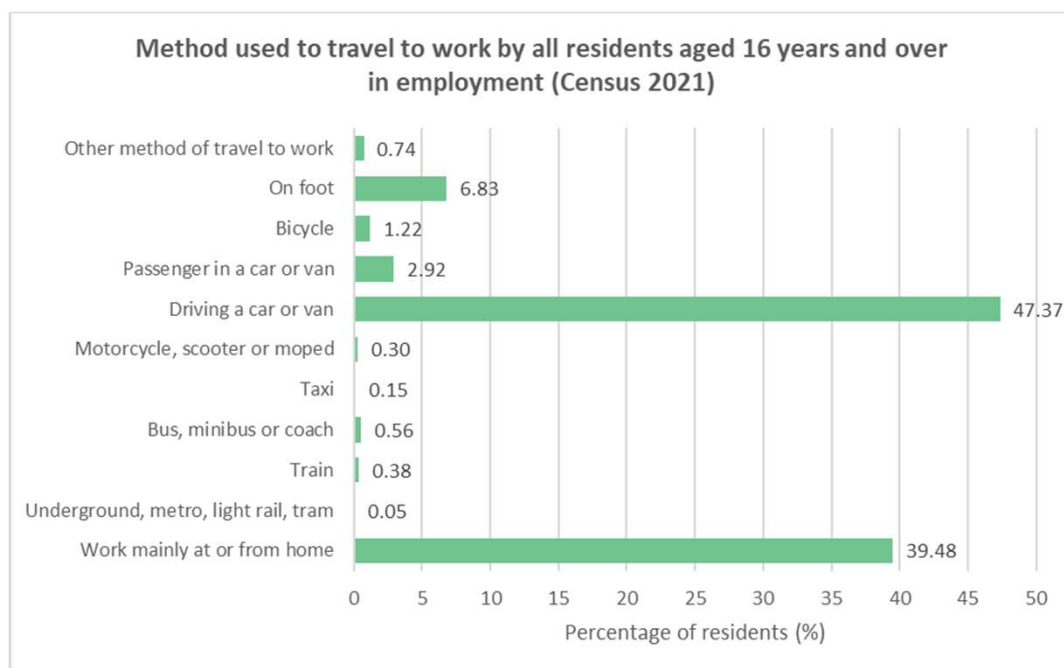
In March 2023, there were around **1,610** Universal and Job Seekers Allowance claimants in Stratford-on-Avon District.

This number has fallen during the last 2-years particularly in those aged 50 and over. Since June 2022, there has been an increase in claimants in the 16-24 age group.

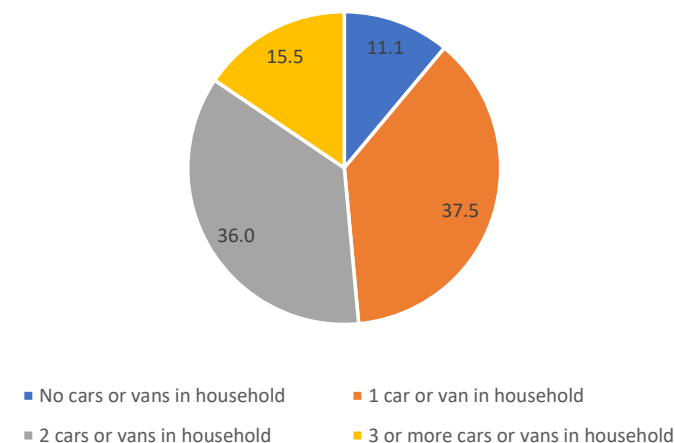
Source: ONS – NOMIS, 2023

# Transport infrastructure - connectivity

- **Communities with poor transport links to large employment centres and local facilities** – ONS data\* suggest Stratford-on-Avon District is worse than the median for all local authorities across the UK for travel to employment centres with 500 to 4,999 jobs by public transport or walking (14.7 mins), and in line with the median for cycling (11.4 mins) and driving (8.0 mins) to employment centres with 500 to 4999 jobs. Note this data is for 2019
- Information from the 2021 Census showed that almost half of residents in employment in the district (**47.4%**) **used a car or van to travel to work** with 39.5% mainly working from home. This was at the time of the census so is likely to have changed since with more workers returning to the office. **11.1%** of households had **no cars or vans** in the household.



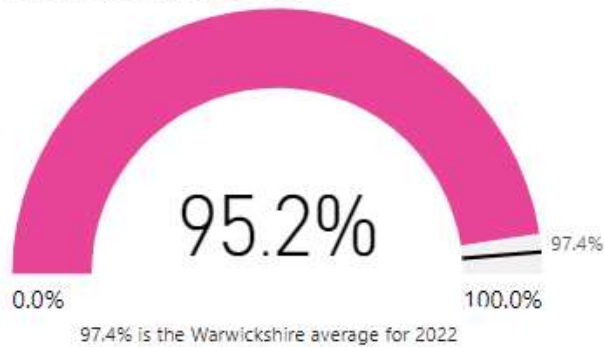
Car or van availability (%) - all household in Stratford-on-Avon District (Census 2021)



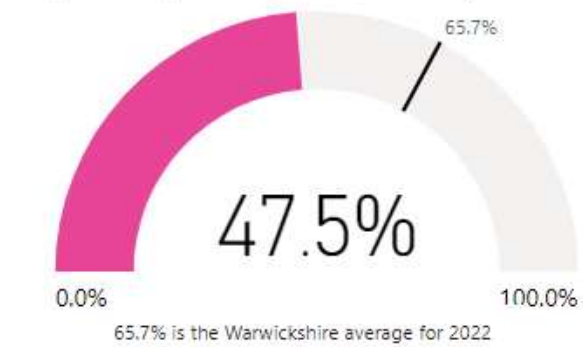
\*ONS Subnational indicators explorer <https://www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/articles/subnationalindicatorsexplorer/2022-01-06>

# Digital connectivity

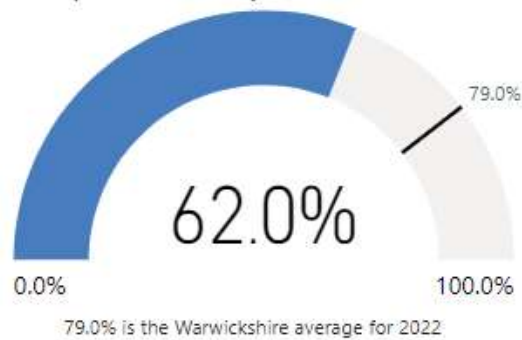
Proportion of premises able to receive Superfast Broadband (30M/bits or more)



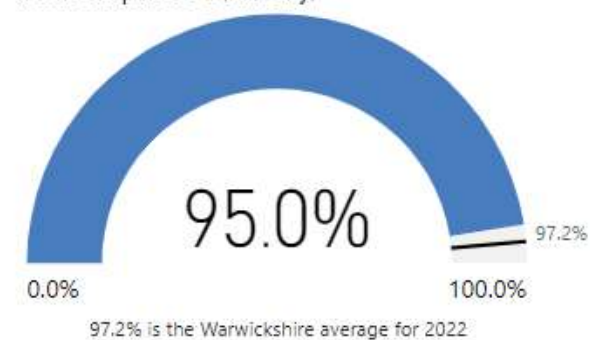
Proportion of premises able to receive Gigabit (Fibre)



Proportion of premises receiving indoor 4G signal from all operators (LA only)

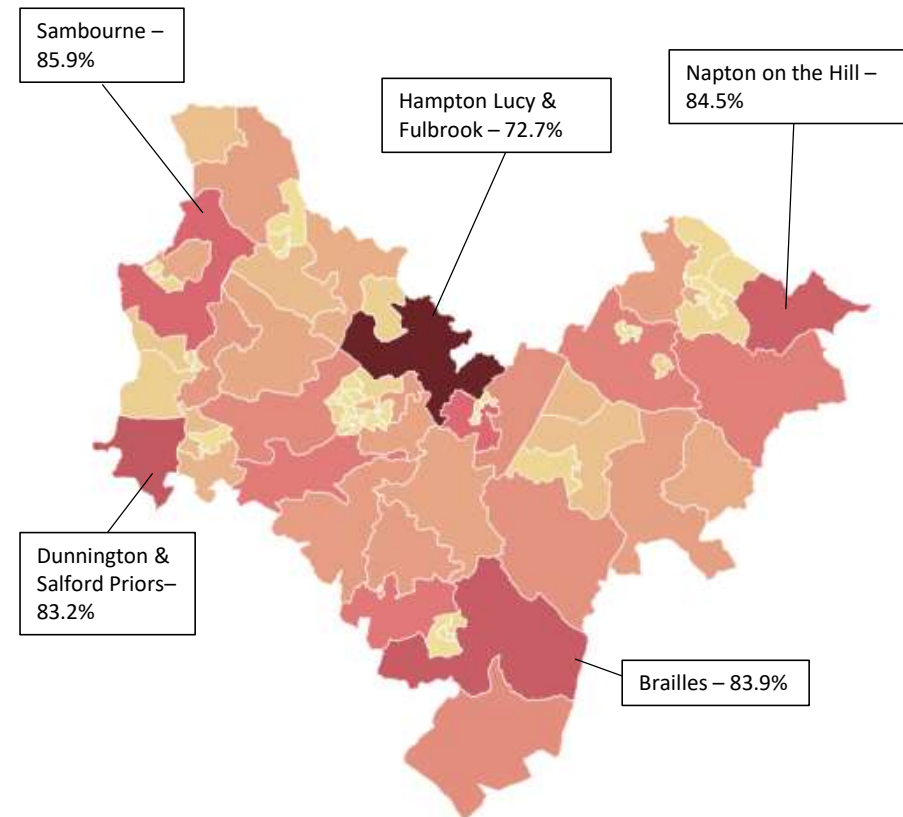


Proportion of premises receiving outdoor 4G signal from all operators (LA only)



The map to the right shows variability in receipt of superfast broadband within the LSOAs (2011) in Stratford-on-Avon District. The darker areas indicate lower levels of availability.

Proportion of premises able to receive Superfast broadband (30 Mbit/s or more)



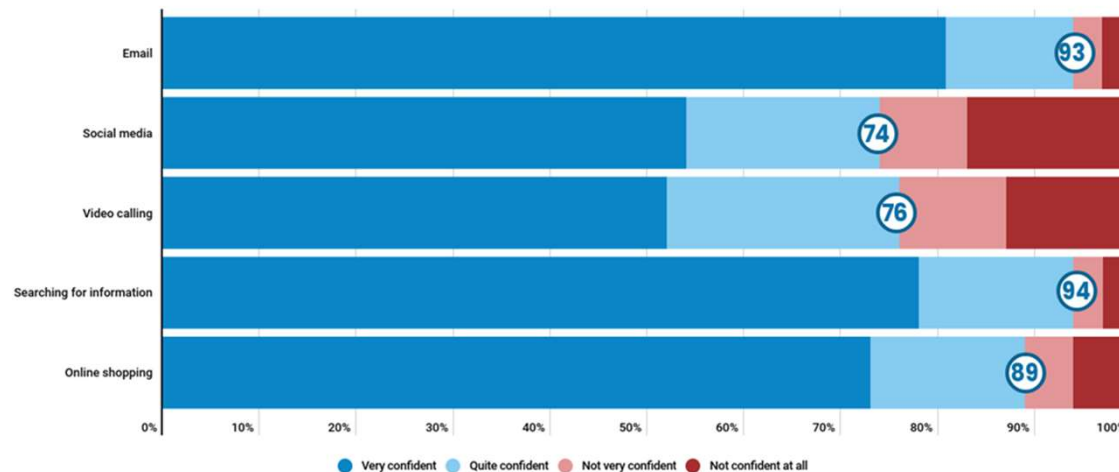
Source: Ofcom Connected Nations (2022)

# Digital connectivity - Stratford-on-Avon Residents Survey 2022

- The vast majority of residents (95%) accessed the internet at home. A small proportion (3%) said that they did not have access to the internet at all.

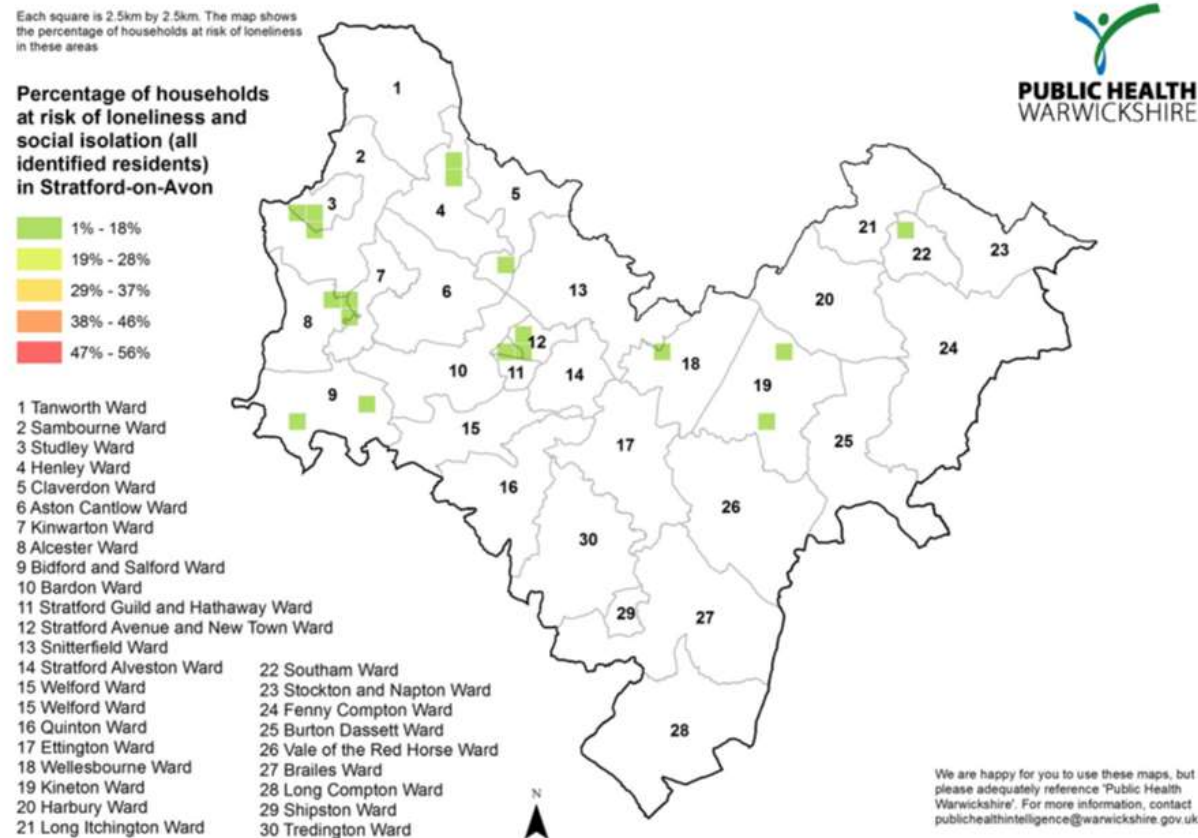
<b>BY LOCALITY</b>	<b>Henley/ Studley</b>	<b>Alcester/ Bidford</b>	<b>Stratford</b>	<b>Shipston</b>	<b>Welles- bourne/ Kineton</b>	<b>Southam</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
<b>At home</b>	97	94	95	93	97	96
<b>I do not have access to the internet</b>	2	2	3	5	2	2
<b>Through a family/friend</b>	0	3	1	2	1	1
<b>At a local community venue/library</b>	0	0	0	0	0	1
<b>Base: (All Respondents)</b>	(220)	(266)	(349)	(236)	(180)	(186)

- Residents were most confident about searching for information, using email and doing online shopping, with between 89%-94% very or fairly confident completing these tasks. Some residents were less confident using social media and video calling: 17% said they were not at all confident using social media, while 13% were not at all confident video calling.



# Connectivity – social isolation

- **Those at risk of social isolation** – social isolation relates to social contacts and interactions. There is very little data available on social isolation at a local authority/LSOA level. We can use other data as a proxy:
  - A [Warwickshire Joint Strategic Needs Assessment on Loneliness and Social Isolation](#) in 2015 used an index developed with Experian Mosaic data to identify areas with higher proportions of the population vulnerable to social isolation and loneliness. There were several areas at risk of loneliness and social isolation in Stratford-on-Avon– see map. However, fewer than in other areas in Warwickshire
  - The IMD Barriers to Housing and Services Domain measures the physical and financial accessibility of housing and local services. The indicators fall into two sub-domains- geographical barriers relate to the physical proximity of local services. In Stratford-on-Avon District in 2019 there were **23 LSOAs** in the 10% most deprived for the geographical barriers domain, over 30% of LSOAs in SoA District. This is the highest number/percentage in Warwickshire and makes up 7% of the LSOAs in England that are in the 10% most deprived for this domain (see IMD Barriers to Housing and Services - Geographical sub-domain slide)



Map 6: Number of households at risk of loneliness and social isolation, Stratford-on-Avon



# Education

## Closing the Gap: 2022 PROVISIONAL Headlines

A = All Pupils | D = Disadvantaged Pupils | O = Other (non-disadvantaged) Pupils | Gap = Warwickshire disadvantaged minus National Other

	Warwickshire's Family of Schools																											
	EYFSP				Phonics Year 1				Key Stage 1 - Expected Standard								Key Stage 2 - Expected Standard				Key Stage 4							
	% Good Level of Development				% Working At expected Level				Reading (R)		Writing (W)		Maths (M)				RWM				Grade 5 or above in E&M GCSEs							
	A	D	O	Gap	A	D	O	Gap	A	D	O	Gap	A	D	O	Gap	A	D	O	Gap	A	D	O	Gap	A	D	O	Gap
National (state funded schools)	65%	49%	70%	-20%	76%	63%	79%	-17%	67%	51%	72%	-21%	58%	41%	63%	-22%	68%	52%	73%	-21%	59%	43%	65%	-22%	50%	30%	57%	-27%
West Midlands	64%	51%	68%	-19%	75%	65%	79%	-15%	66%	52%	72%	-20%	57%	42%	63%	-21%	67%	54%	73%	-20%	56%	43%	63%	-22%	47%	31%	55%	-26%
<b>Warwickshire</b>	<b>66%</b>	<b>46%</b>	<b>70%</b>	<b>-24%</b>	<b>77%</b>	<b>57%</b>	<b>81%</b>	<b>-22%</b>	<b>68%</b>	<b>49%</b>	<b>73%</b>	<b>-23%</b>	<b>59%</b>	<b>37%</b>	<b>64%</b>	<b>-26%</b>	<b>70%</b>	<b>53%</b>	<b>74%</b>	<b>-20%</b>	<b>60%</b>	<b>40%</b>	<b>66%</b>	<b>-25%</b>	<b>52%</b>	<b>24%</b>	<b>60%</b>	<b>-34%</b>
<i>2019 for Primary Assessments, 2021 for KS4</i>	72%	55%	74%	-19%	84%	71%	85%	-13%	77%	60%	80%	-18%	71%	53%	74%	-20%	77%	59%	80%	-20%	65%	47%	71%	-24%	57%	28%	65%	-32%
North Warwickshire	63%	44%	67%	-25%	73%	56%	77%	-23%	60%	46%	65%	-26%	52%	33%	58%	-30%	62%	52%	66%	-21%	53%	40%	58%	-26%	36%	18%	43%	-39%
Nuneaton and Bedworth	64%	50%	67%	-19%	73%	57%	79%	-22%	65%	51%	71%	-21%	56%	39%	62%	-24%	69%	55%	74%	-18%	57%	43%	65%	-22%	46%	21%	55%	-36%
Rugby	67%	45%	70%	-24%	76%	55%	81%	-24%	68%	51%	72%	-21%	59%	40%	63%	-23%	67%	51%	71%	-22%	61%	40%	67%	-25%	55%	24%	64%	-33%
Stratford on Avon	69%	40%	73%	-29%	78%	57%	82%	-22%	71%	46%	76%	-26%	62%	37%	67%	-27%	72%	51%	76%	-22%	65%	40%	70%	-25%	62%	31%	68%	-26%
Warwick	67%	46%	69%	-23%	81%	63%	84%	-16%	73%	47%	78%	-25%	63%	33%	68%	-31%	75%	51%	79%	-22%	61%	33%	68%	-32%	54%	23%	62%	-34%
	Warwickshire above National by 1% and above West Midlands by 2%				Warwickshire above National by 1% and above West Midlands by 2%				Warwickshire above National by 1% and above West Midlands by 2%				Warwickshire above National by 1% and above West Midlands by 2%				Warwickshire above National by 2% and above West Midlands by 3%				Warwickshire above National by 1% and above West Midlands by 4%				Warwickshire above National by 2% and above West Midlands by 5%			
	Gap is wider than National at -24 ppts				Gap is wider than National at -22 ppts				Gap is wider than National at -23 ppts				Gap is wider than National at -26 ppts				Gap is lower than National at -20 ppts				Gap is wider than National at -25 ppts				Gap is wider than National at -34 ppts			
	Disadvantaged pupil results below peers Nationally and across the region				Disadvantaged pupil results below peers Nationally and across the region				Disadvantaged pupil results below peers Nationally and across the region				Disadvantaged pupil results below peers Nationally and across the region				Disadvantaged pupils in Warwickshire have outperformed their National peers by 1ppt				Disadvantaged pupil results below peers Nationally and across the region				Disadvantaged pupil results below peers Nationally and across the region			
Top performing District/Borough:	Stratford on Avon				Warwick				Warwick				Warwick				Warwick				Stratford on Avon				Stratford on Avon			
All Pupils	Stratford on Avon				Warwick				Warwick				Warwick				Warwick				Stratford on Avon				Stratford on Avon			
Disadvantaged Pupils	Nuneaton and Bedworth				Warwick				Nuneaton and Bedworth				Rugby				Nuneaton and Bedworth				Nuneaton and Bedworth				Stratford on Avon			
Widest Gap	Stratford on Avon				Rugby				North Warwickshire				Warwick				Stratford on Avon				Warwick				North Warwickshire			
Smallest Gap	Nuneaton and Bedworth				Warwick				Nuneaton and Bedworth				Rugby				Nuneaton and Bedworth				Nuneaton and Bedworth				Stratford on Avon			

Source: WCC, Business Intelligence Team, 2023

# Education

In 2022, the LSOAs (2021) where achievement at each stage was lowest were:

Early Years - Percentage of children achieving a Good Level of Development				Key Stage 2 - Percentage of children achieving the Expected Standard in Reading, Writing & Maths				Key Stage 4 - Students achieving a 9 to 5 (Strong Pass) in English & Maths			
LSOA (2021)	No. of pupils	No. achieving	%	LSOA (2021)	No. of pupils	No. achieving	%	LSOA (2021)	No. of pupils	No. achieving	%
Southam West	18	6	33.3%	Burton Dassett	9	2	22.2%	Bidford East, Waterloo & Broom	20	4	20.0%
Stratford Mount Pleasant East	12	4	33.3%	Lighthorne & Lighthorne Heath	13	3	23.1%	Southam North	16	4	25.0%
Stratford - Maybird	21	8	38.1%	Henley East & Beaudesert	17	6	35.3%	Studley South	23	6	26.1%
Hampton Lucy & Fulbrook	6	3	50.0%	Bridgetown South East	25	9	36.0%	Lighthorne & Lighthorne Heath	10	3	30.0%
Moreton Morrell, Ashorne & Newbold Pacey	12	6	50.0%	Studley North	20	8	40.0%	Alcester East & Island	13	4	30.8%
Studley South	19	10	52.6%	Vale of the Red Horse	15	6	40.0%	Snitterfield & Wolverton	6	2	33.3%
Newbold-on-Stour, Ilmington East & Whitchurch	15	8	53.3%	Studley South	19	8	42.1%	Stratford - Bishopton	14	5	35.7%
Alcester East & Island	11	6	54.5%	Wellesbourne South	11	5	45.5%	Stockton	11	4	36.4%
Wellesbourne West	9	5	55.6%	Alcester North & Conway	13	6	46.2%	Shipston West & Town Centre	16	6	37.5%
Southam North	14	8	57.1%	Bidford South, Marlcliff & Barton	33	16	48.5%	Meon Vale	13	5	38.5%

Source: WCC, Business Intelligence Team, 2023

# Education

In January 2022 there were seven LSOAs in Stratford on Avon District where **80% or fewer** of pupils residing there attended an **Ofsted judged 'good' or 'outstanding' school**:

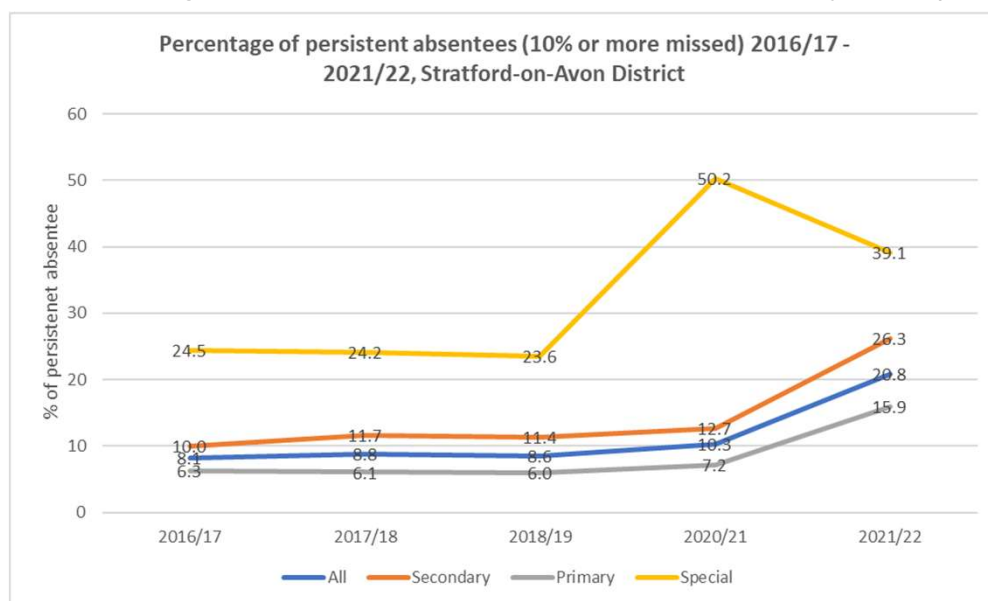
LSOA (2021)	Total number of school age children (in schools that have been Inspected) in Good or Outstanding schools (Nursery to Y13+)	Total number of school age children (in schools that have been Inspected) (Nursery to Y13+)	Proportion of children %
Fenny Compton, Farnborough & Avon Dassett	82	137	59.9%
Studley North	120	166	72.3%
Dunnington & Salford Priors	124	170	72.9%
Aston Cantlow	131	173	75.7%
Studley West & Common	167	218	76.6%
Studley South	187	242	77.3%
Southam North	144	180	80.0%

In 2021/22, in the district, **281** pupils children were **electively home educated** at some point during the academic year; this was an increase from 173 in 2019/20. LSOAs with the 10 or more pupils electively home educated in 2021/22 were Welford; Bidford East, Waterloo & Broom; Bardon and Aston Cantlow.

# Education

## School aged children who are missing 10%+ of possible school sessions.

- In the 2021/22 academic year, 20.8% of school aged children in Stratford-on-Avon District attending state-funded schools missed 10% or more of school sessions. This proportion has increased since 2020/21 and was higher for those eligible for free school meals in the last 6 years (38.6%) than those not eligible for free school meals (16.6%)



Type	FSM Not eligible	FSM eligible	Total
All (n= 17,458)	16.6%	38.6%	20.6%
Primary (n= 8,809)	12.0%	32.0%	16.0%
Secondary (n=8,809)	20.5%	46.6%	24.5%
Special (n=185)	37.5%	44.9%	41.1%

Absence data is available for each school. In 2021/22, the highest proportions of persistent absence were:

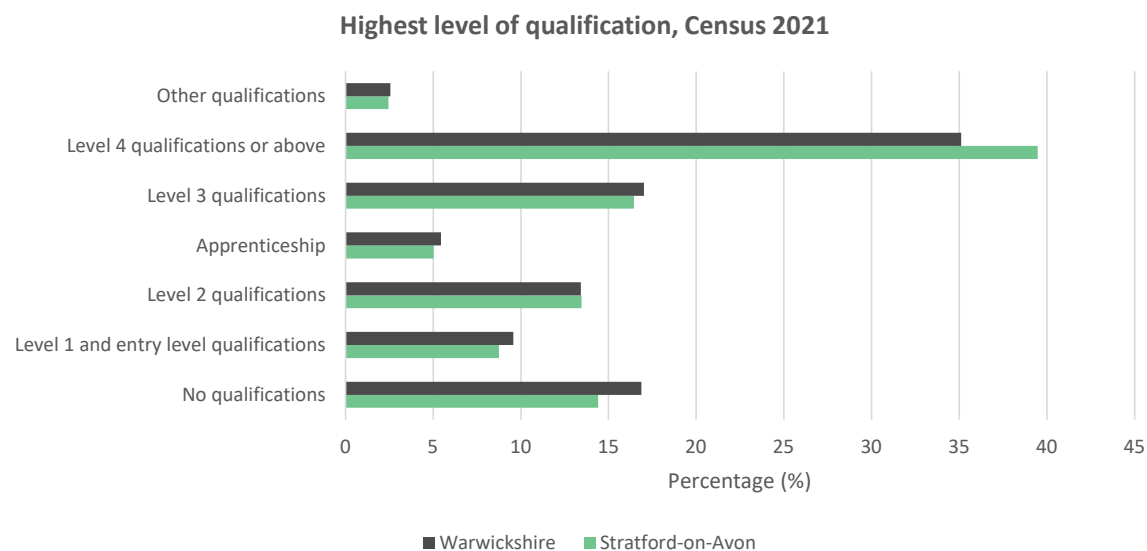
**Primary:** Henley-In-Arden CofE Primary School (42.4%, n=50), Loxley CofE Community Primary School (32.4%, n=12), Salford Priors CofE Academy (32.1%, n=18), Lighthorne Heath Primary School (31.1%, n=19), Hampton Lucy CofE Primary School (31.1%, n=23), Bishopton Primary School (30.2%, n=67), St Mary's Catholic Primary School, Southam (29.4%, n=35), Newbold and Tredington CofE Primary School (26.8%, n=19)

**Secondary:** Shipston High School (40.3%, n=244), Kineton High School (28.5%, n=238), Southam College (27.0%, n=372), Stratford Girls' Grammar School (26.7%, n=161), Alcester Academy (26.4%, n=172)

Source: Department for Education, March 2023

# Skills

Stratford-on-Avon District is **better than the median** for aged **16 to 64 years level 3 or above qualifications** (ONS, 2023). In 2021, the census found that, there were 16,230 (**14.4%**) residents aged 16 years and over with **no qualifications**, whilst **56.0%** had **level 3 qualifications and above**.



Stratford-on-Avon District is **worse than the median** for aged **19 years and over further education and skills participation (3,288 per 100,000 population in 2020/21)** (ONS, 2023). This measure covers learners who are studying courses in a FE College, with a training provider or within their local community, and employees undertaking an apprenticeship or other qualification in the workplace. It does not include 'higher education', such as undergraduate or graduate degrees, unless undertaken as part of an apprenticeship programme.

Apprenticeship start rates are **lower** in Stratford-on-Avon district (**899 per 100,000 population**) than England (**991 per 100,000 population**) but in-line with the median.

See IMD 'Employment' and 'Education, training and skills' domain for related LSOA data

# Health – General Health & Disability

The tables below show the LSOAs (2021) in Stratford-on-Avon District with the highest proportion of residents indicating in the 2021 Census that:

## 1. They have bad health or very bad health

LSOA	Bad health (%)	Very bad health (%)	Combined (%)
Studley North	6.4	2.0	8.4
Stratford Old Town & Town Centre South	6.2	2.0	8.2
Stratford Mount Pleasant East	6.1	1.4	7.5
Alcester East & Island	5.5	1.5	7
Wootton Wawen	5.6	1.2	6.8
Henley East & Beaudesert	5.1	1.6	6.7
Alcester North & Conway	4.8	1.7	6.5
Shipston West & Town Centre	5.2	0.9	6.1
Studley South	4.3	1.7	6
Kinwarton	4	1.8	5.8

## 2. They are disabled under the Equality Act

LSOA	Day-to-day activities limited a lot (%)	Day-to-day activities limited a little (%)	Combined (%)
Stratford Old Town & Town Centre South	13.2	14.3	27.5
Alcester East & Island	11.0	12.9	23.9
Shipston West & Town Centre	10.1	13.1	23.2
Studley North	11.6	10.8	22.4
Alcester North & Conway	9.8	12.6	22.4
Stratford Mount Pleasant East	9.5	12.2	21.7
Studley South	9.5	11.7	21.2
Henley East & Beaudesert	8.5	11.9	20.4
Shipston North	7.4	13.0	20.4
Wootton Wawen	7.6	12.7	20.3

Source: ONS, Census 2021

# Health – Life expectancy

- The table below shows the differences in life expectancy for both males and females depending on place of residence in Warwickshire and the difference in years between the most and least deprived areas (Inequality in life expectancy) for the period 2018-2020. In Stratford-on-Avon, females in the most deprived areas are at birth expected to live 4.4 years less than those in the least deprived areas, whereas for males the difference is less at 3.5 years.

Area	Females		Males	
	Life expectancy (yrs)	Inequality in life expectancy (yrs)	Life expectancy (yrs)	Inequality in life expectancy (yrs)
North Warwickshire	82.0	5.8	78.7	5.7
Nuneaton & Bedworth	81.7	5.8	77.3	9.9
Rugby	83.6	3.2	79.7	6.8
Stratford-on-Avon	85.0	4.4	81.4	3.5
Warwick	84.2	7.3	80.9	7.7
Warwickshire	83.4	6.3	79.7	8.3
England	83.1	7.9	79.4	9.7

Source: Office for Health Improvement and Disparities, Fingertips, Sept 2022

# Health – overweight and obesity

- Overweight and obese adults and children
  - ONS data suggests Stratford-on-Avon is in line with the UK median for overweight and obese adults, and children at reception age.
  - In 2020/21, **64.2% of adults were classed as overweight or obese** (England average – 63.5%)
  - Data on overweight and obesity in children is collected by the National Child Measurement Programme. In **2021/22**, levels of overweight and obesity were significantly lower than the England average for **children in reception (4-5 years) (19.4%)** and for **children in Year 6 (10-11 years) (31.5%)**.
  - Information is also available at a Middle Super Output Area (MSOA) level – there was one MSOA in Stratford-on-Avon – **Studley, that was significantly worse than the England average for the 3-year period 2019/20-21/22** for reception aged children with **28.6%** of reception-aged children classified as overweight or obese.



# Health

Adults at risk of chronic health conditions such as cardiovascular and respiratory disease

- The under 75 mortality rate from all causes, from cardiovascular disease and respiratory disease is significantly lower for persons in Stratford-on-Avon District compared to the England average.

Indicator	Period	Stratford-on-Avon			Region		England			
		Recent Trend	Count	Value	Value	Value	Worst	Range		Best
Under 75 mortality rate from all causes (Persons, 1 year range)	2020	→	400	282.3	396.5	358.5	622.8		202.4	
Under 75 mortality rate from all causes (Male, 1 year range)	2020	→	237	345.5	486.5	442.7	771.2		204.6	
Under 75 mortality rate from all causes (Female, 1 year range)	2020	→	163	223	310.2	278.5	490.9		149.1	
Under 75 mortality rate from all cardiovascular diseases (Persons, 1 year range)	2020	→	85	58.9	84.8	73.8	137.1		36.1	
Under 75 mortality rate from all cardiovascular diseases (Male, 1 year range)	2020	→	56	80.6	119.3	104.7	208.7		47.8	
Under 75 mortality rate from all cardiovascular diseases (Female, 1 year range)	2020	→	29	38.6	51.7	44.6	94.8		15.8	
Under 75 mortality rate from respiratory disease (Persons, 1 year range)	2020	→	24	16.6	31.8	29.4	77.2		9.7	
Under 75 mortality rate from respiratory disease (Male, 1 year range)	2020	→	18	25.7	37	34.6	87.7		13	
Under 75 mortality rate from respiratory disease (Female, 1 year range)	2020		6	*	26.8	24.4	-	Insufficient number of values for a spine chart		-

Source: Office for Health Improvement and Disparities, Fingertips, Sept 2022

- The ONS subnational explorer shows that in 2020 **cancer diagnosis at stage 1 and 2 was better** than the UK median at **57.1%** (England 52.3%).
- Also see IMD Health Deprivation and Disability domain for LSOAs data on the risk of premature death and the impairment of quality of life through poor physical or mental health.

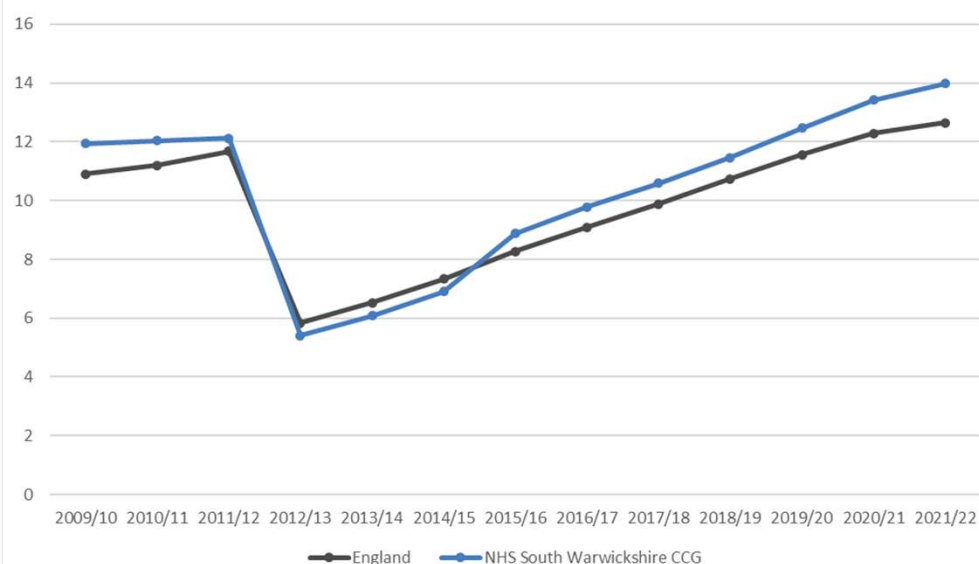
# Wellbeing – mental health

There is limited current data on the prevalence of mental health conditions at a local authority level. Data is provided below on measures where data is available for Stratford-on-Avon District or NHS South Warwickshire CCG (now superseded by ICB)

Suicide rate per 100,000 population



Depression QOF prevalence 18+



## Emergency Hospital Admissions for Intentional Self-Harm (2021/22)

Stratford-on-Avon District – 151.3 per 100,000

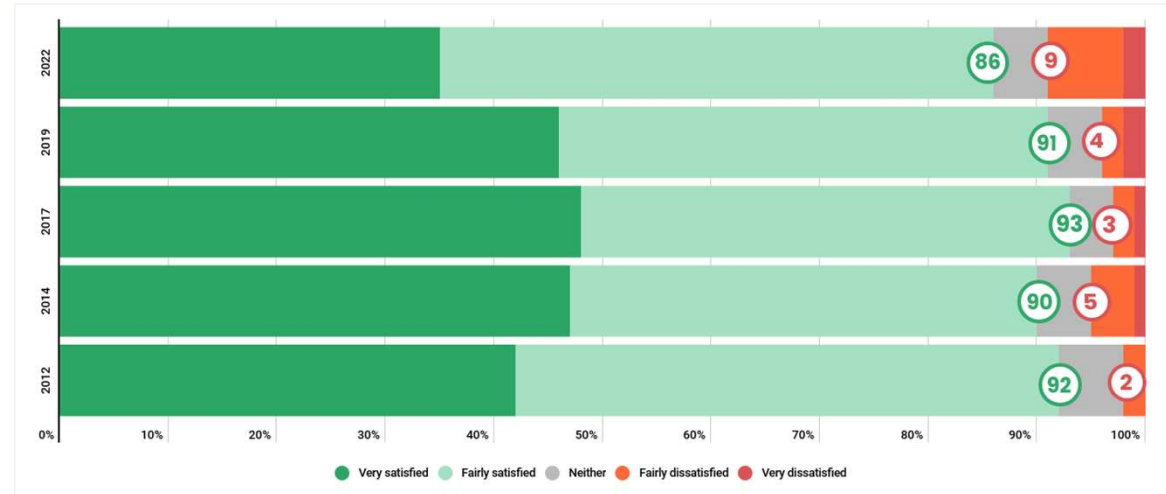
West Midlands – 151.0 per 100,000

England - 163.9 per 1,00,000

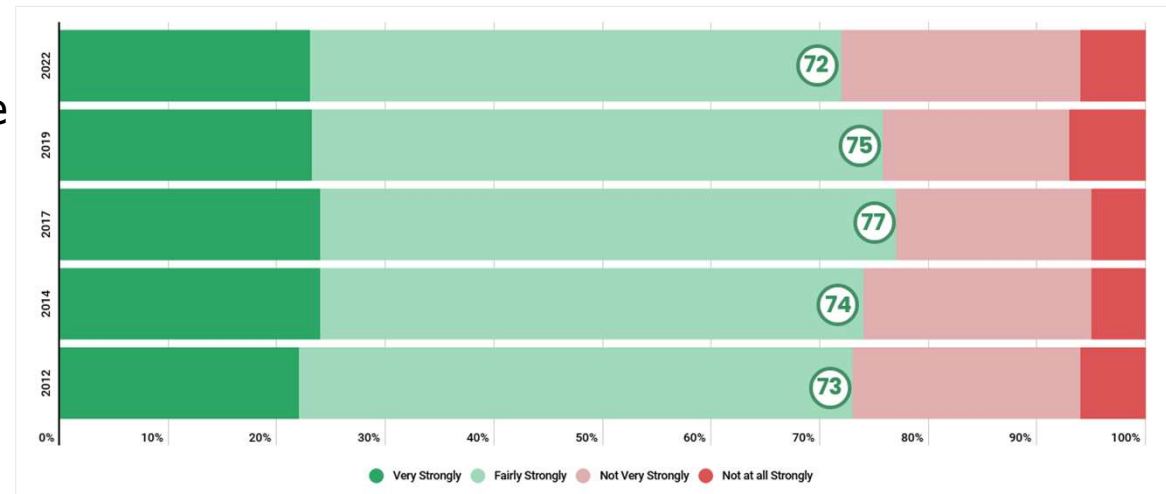
Source: Office for Health Improvement & Disparities, Fingertips, 2023

# Pride in Place: Stratford-on-Avon Residents Survey 2022

- 86% of those surveyed are 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.



- 72% of respondents felt very or fairly strongly that they belong to their immediate neighbourhood, down three percentage points on 2019.



# Pride in Place: Voice of Warwickshire – Levelling Up headlines (n=117)

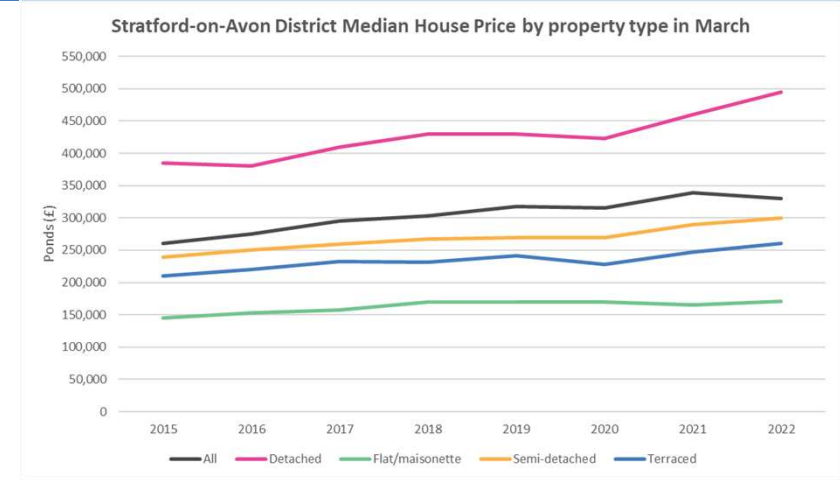
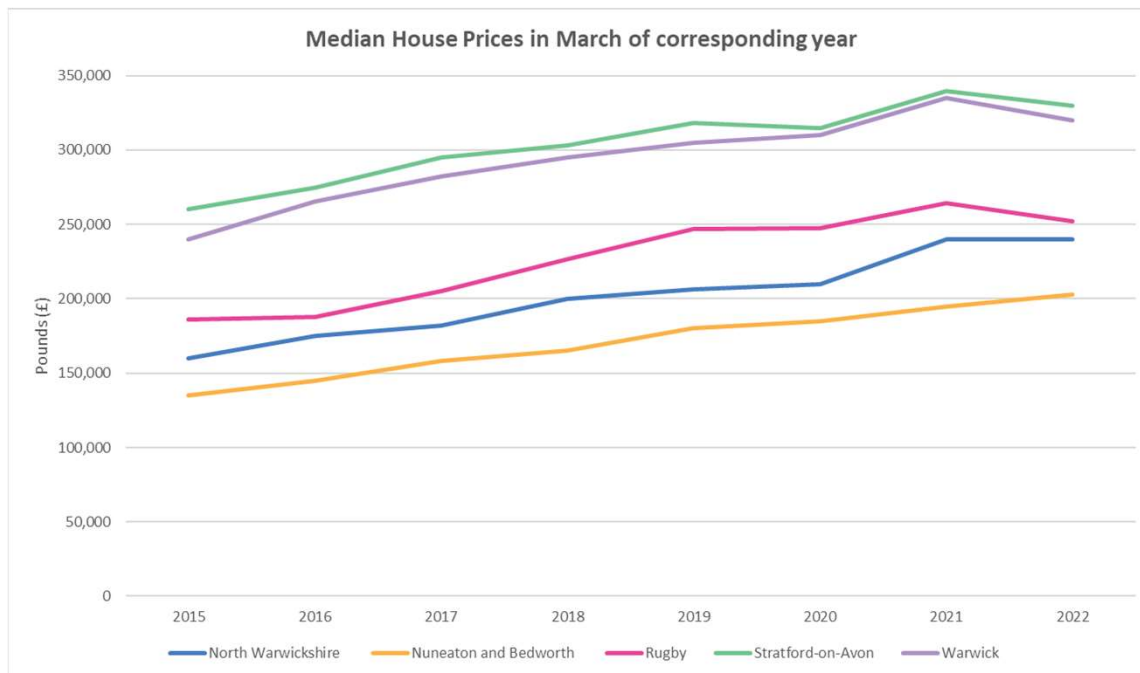
- In response to the question ‘What aspects of a place make it a great place to live and have opportunities’, 88.9% of residents in Stratford-on-Avon District selected parks and outdoor spaces, followed by shops and local facilities (82.1%), education and schools (76.9%), a supportive local community (75.2%), housing (75.2%) and transport links (74.4%).
- In response to the question, ‘what makes you proud of the place where you live’, the most common responses from Stratford-on-Avon District residents were ‘parks and open spaces’ (76.9%), ‘how safe it is to live here’ (73.5%), ‘community spirit’ (54.7%) and access to health provision (47.9%).
- In response to the question, ‘What are your top three priorities to improve the place where you live?’ the options prioritised by the highest number of residents in Stratford-on-Avon District was ‘access to health provision’ (n=60), ‘how safe it is to live here’ (n=47) and ‘high street and town centre’ (n=47). When asked to explain their responses, corresponding key themes related to inadequate current provision for healthcare (and public transport), concerns about retail outlets in the town centre and the general need to feel safe.
- Respondents were then asked what they would like to see in their local community to improve opportunities for residents and reduce inequalities. The main themes from the responses from residents from Stratford-on-Avon District were better public transport, affordable housing and community facilities and events
- Respondents were asked to mark on a map, areas to prioritise for Levelling Up. The tool wasn’t used as anticipated but a number of text responses were given. Many of these referred to disparities in rural communities, and the impact of new housing developments.
- Respondents were asked to describe their level of involvement in the community where they live. A total of 21.4% said they are very active and involved and 46.2% advised they got involved to some extent.
- When asked if they would consider getting more involved with the community where they lived, 20.5% said they would definitely consider/want to, with a further 47% saying they might consider.
- Residents in Stratford-on-Avon District were more likely to think about the place where they live as their village or town (82.1%) when they answered the survey, 41.9% of respondents had lived in Stratford-on-Avon District for over 20 years.
- Respondents were asked to think about the place they live and what actions could be taken to achieve the Levelling Up objectives outlined. The main themes for respondents from Stratford-on-Avon District were community events, improved public transport and improved education.

# Housing – median house prices

Summary statistics for housing transactions by local authority in England and Wales, are reported on an annual basis and updated quarterly using HM Land Registry Price Paid Data.

House prices in all areas have increased since 2015, median house price in the south of Warwickshire are significantly above those in Rugby and the north of Warwickshire. In Stratford-on-Avon District looking at trends in median prices for house types – prices for detached properties continue to increase whilst those for flats and maisonettes have plateaued from 2018.

Source: ONS, March 2023



In the year ending September 2022, the LSOAs with the highest median prices paid for residential properties in Stratford-on-Avon District were:

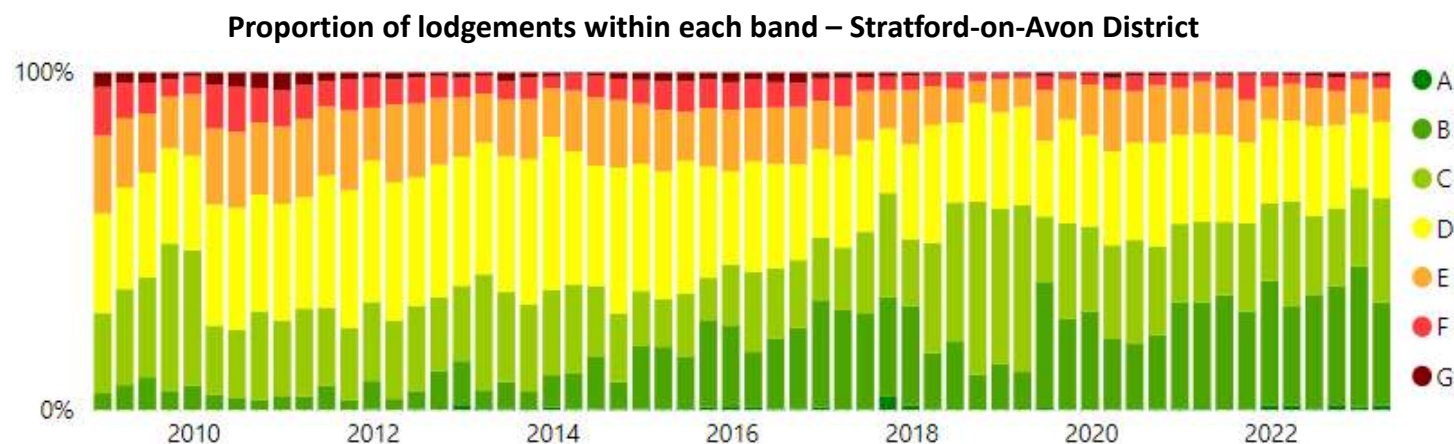
- Bridgetown (£650,000)
- Ladbroke & Priors (£630,000)
- Welford (£602,500)
- Newbold-on-Stour, Ilmington East & Whitchurch (£584,750)
- Tredington & Blackwell (£540,000)
- Ettington (£535,000)
- Long Compton (£520,000)
- Clopton & Welcombe Hills (£495,000)

# Housing - Energy Performance Certificates & Fuel Poverty

- An EPC is produced following an energy survey that looks at indicators such as the type of heating, lighting and insulation within a property to generate a score which identifies the *current* energy efficiency rating. A, B and D and an energy efficiency rating (EER) of 67 is the national average (A is the most energy efficient, G the least). A second score is also generated to give the *potential* energy efficiency rating, based on recommendations made to improve the property.
- In Stratford-on-Avon District for the period October 2008 to end March 2023:
  - There were **66,929** EPCs lodged on the Register.
  - **47%** of EPCs were at band C and above compared to **41%** for England and Wales.
  - **30,863** (46.0%) EPCs were a D or E EER
  - **4,796** (8.0%) EPCs were an F or G EER

The LSOAs (2011) with the highest proportion of fuel poor households in 2020 were:

- Stratford Mount Pleasant (20.1%)
- Lighthorne & Lighthorne Heath (18.9%)
- Dunnington & Salford Priors (18.4%)
- Henley East & Beaudesert (17.9%)
- Burton Dassett (17.8%)
- Southam West (17.8%)
- Long Itchington East (17.6%)
- Brailes (17.5%)
- Stratford Old Town & Town Centre South (17.0%)



Source: Department for Levelling Up, Housing & Communities, April 2023

## MoRiLE\* Risk Bands for Stratford-on-Avon District 2022

Stratford-on-Avon District MoRiLE Thematic Area	Banding Comments
Serious Violence	Highest risk score and Catastrophic risk gradings for victim; Highest risk to the organisation
County Lines	Highest risk score and Catastrophic risk gradings for victim; Highest risk to the organisation
Domestic Abuse	High risk scores to victim and organisation; Critical risk gradings
Substance Misuse	High risk scores to victim, moderate to organisation; Critical risk gradings
Rape and Sexual Offences	High risk scores to victim and organisation; Critical risk gradings
Exploitation - including child exploitation and MSHT	High risk scores to victim and organisation; Critical risk gradings
Residential Burglary (Dwelling)	Medium risk score to victim, low risk to organisation; no critical gradings
Road Traffic Collisions - Killed and Seriously Injured	Medium risk score to victim, low risk to organisation; critical gradings
Harmful Practices (FGM, HBV, FM)	Medium risk score to victim and organisation; one critical grading
Cyber Fraud	Medium risk score to victim, high risk to organisation; no critical gradings
ASB - Personal	low risk score to victim, high risk to organisation; no critical gradings
Environmental	low risk score to victim, medium risk to organisation; no critical gradings
Hate Crime	low risk score to victim, medium risk to organisation; no critical gradings
Personal Robbery	low risk score to victim, medium risk to organisation; no critical gradings
Nuisance	low risk score to victim, low risk to organisation; no critical gradings
Deliberate Small Fires (DSFs)	low risk score to victim, low risk to organisation; no critical gradings
Vehicle Crime	low risk score to victim, low risk to organisation; no critical gradings
Business crime (including shop lifting)	low risk score to victim, low risk to organisation; no critical gradings

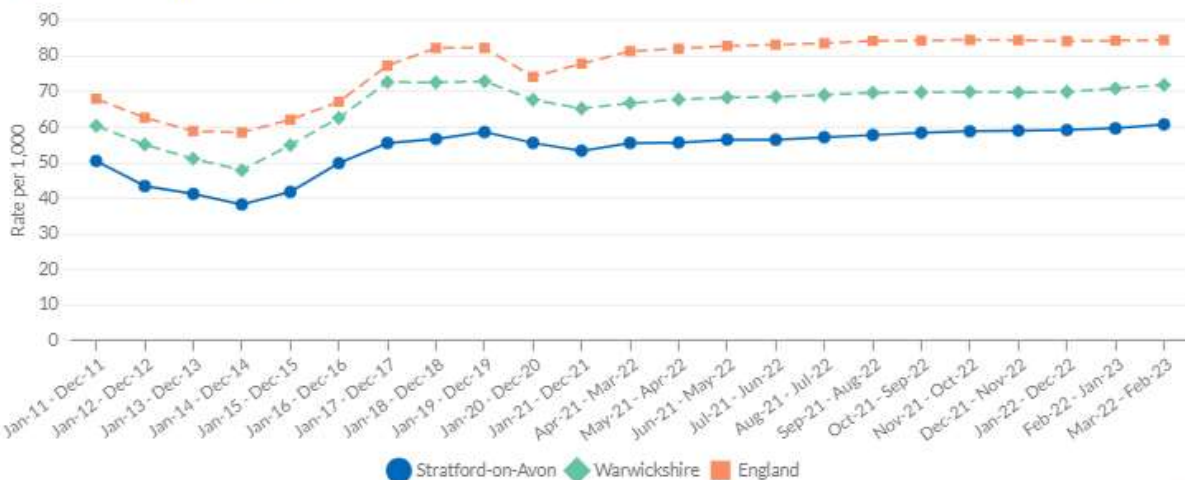
The themes in the High risk bands show equal or higher risk scores than that of the overall county risk score

CSP Thematic Guidance for MoRiLE, Risk Gradings Table <i>(adopted from Devon and Cornwall CSPs, 2020)</i>	
<b>High</b>	There is an expectation that the High Level Threats will be prioritised by community safety partnerships and all partners, with an explicit response prioritised through local Partnership Plans and reflected appropriately in other strategies and plans.
<b>Moderate</b>	It is important that community safety partnerships continue to be proactive in managing Moderate Level Threats; working together to manage the risks, address identified problems and prevent new problems developing. As part of the development of local Partnership Plans, community safety partnerships may also wish to review these issues where elements of the response are considered to impede effective management.
<b>Standard</b>	Standard Level Threats are areas that are being managed as 'business as usual' and/or not placing much additional demand on services. Community safety partnerships should monitor these issues to ensure that we continue to manage them well.

\*MoRiLE - Management of Risk in Law Enforcement  
Source: WCC Business Intelligence, December 2022

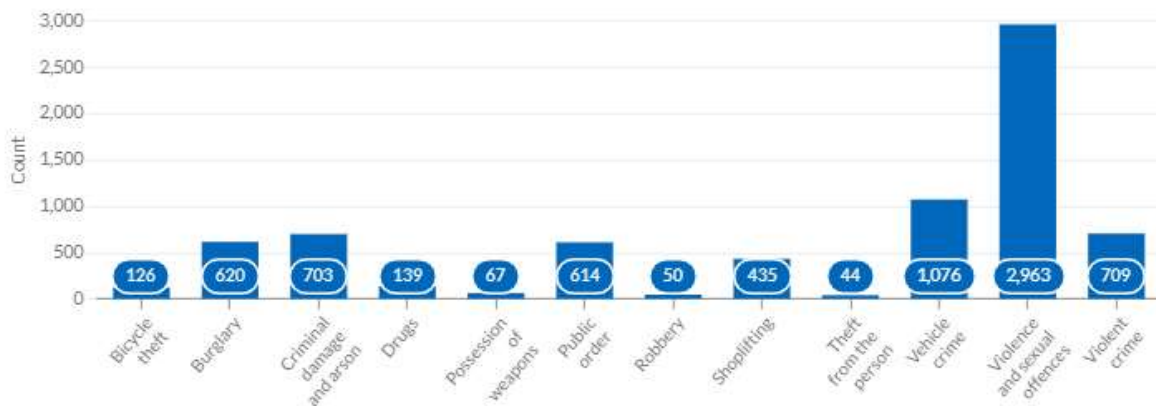
# Crime

All crime - 12 month rolling rates



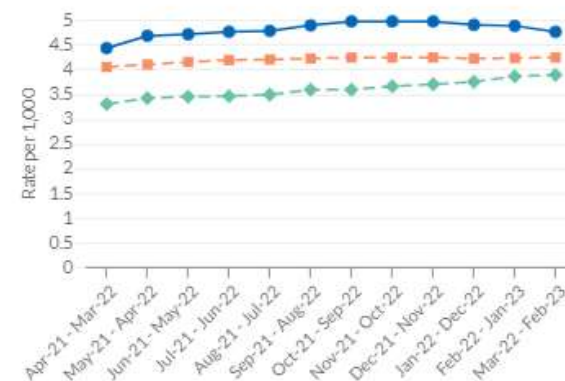
Source: data.police.uk

Crime count by type for Stratford-on-Avon (Mar-22 - Feb-23)

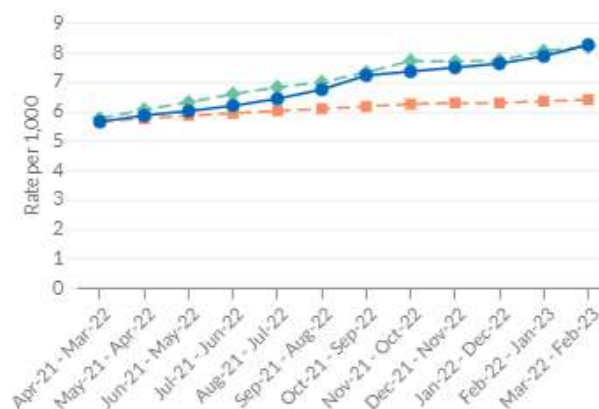


Source: data.police.uk

Burglary Rate



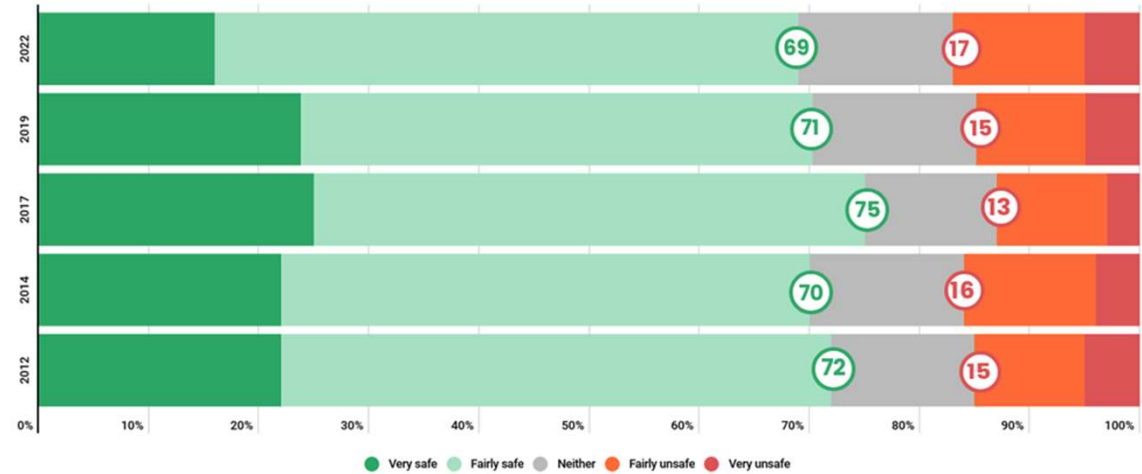
Vehicle crime Rate



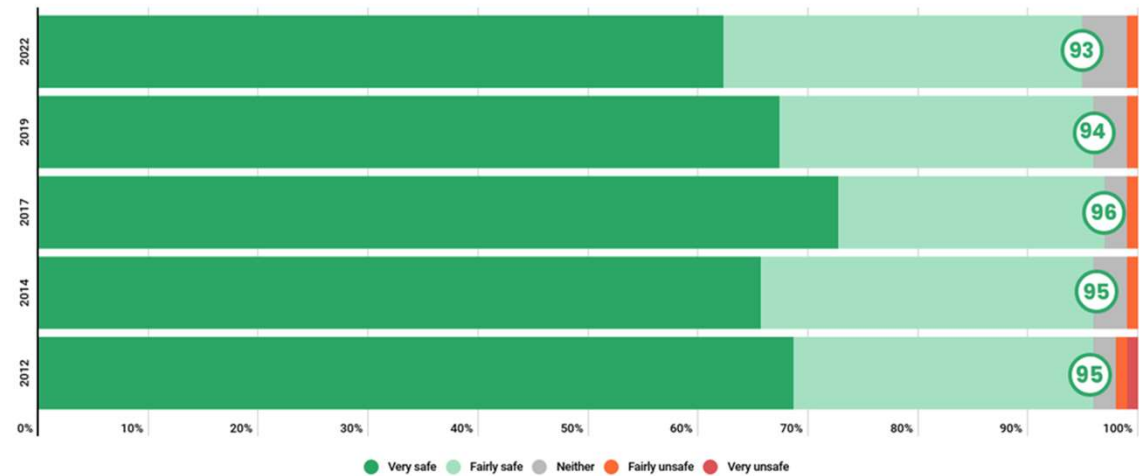


# Crime: Stratford-on-Avon Residents Survey 2022

- 69% said they felt either fairly or very safe after dark; this is a lower score than the previous four surveys. Equally, the proportion feeling fairly or very unsafe after dark has risen to 17% - the highest score across all five surveys.



- 93% of residents felt fairly or very safe during the day; while the lowest score seen over the last ten years, scores have only diverged by three percentage points over this time, so have remained fairly consistent. The proportions feeling fairly or very unsafe during the day have remained consistently very low at 1% following 2012's result of 2%.



# Crime: Stratford-on-Avon Residents Survey 2022

- The biggest problems in terms of anti-social behaviour were dog fouling and fly tipping, with both seeing 42% respondents saying that they were a very or a fairly big problem.

<b>Anti-social behaviour</b>	<b>2022</b>	<b>2019</b>	<b>2017</b>	<b>2014</b>	<b>2012</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Dog fouling	42	35	45	-	-
Fly tipping	42	30	25	-	-
Rural crime	36	41	-	-	-
People using or dealing drugs	29	28	19	22	21
Rubbish or litter lying around	29	20	20	22	19
Anti-social vehicle use	29	-	-	-	-
Vandalism, graffiti, deliberate damage	17	16	14	13	16
Groups hanging around street	15	16	14	19	22
People being rowdy or drunk in public	12	11	11	17	19
Noisy neighbours/loud parties	8	10	9	11	10